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Women In Canada





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WOMEN IN CANADA

PREPARED FOR:

INTERNATIONAL WOMEN'S YEAR SECRETARIAT,
PRIVY COUNCIL OFFICE,
OTTAWA, ONTARIO
K1A 0A3

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STATUS OF WOMEN
OTTAWA, ONTARIO
K1A 1C3

SECOND EDITION

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FOREWORD

Background and Purpose

1975 was International Women's Year. "The Canadian government welcomed the United Nations' invitation to support this year, for we in Canada have, for many years now, been concentrating a great deal of attention on the improvement of the position of women in this country.

"During this special International Women's Year, the Canadian government has placed greater emphasis on those issues central to the improvement of women's position. This has been accomplished through a great variety of both external and internal programs, and through legislation. Now that International Women's Year is drawing to a close it is essential that we renew this commitment. 1975 must not become the "token" year in which women's rights and women's equality are subjects of major debate - a debate that might fade into obscurity at year's end. Rather, this year is the focal point for broader changes -- changes that will make equality a reality."

"... However, government initiatives can succeed only if we work in concert with the private sector. We share the challenge and we share the responsibility for ensuring that the principles of equality are practised.

"It must be remembered that no government, without the active support of all of its citizens, can effectively eliminate all dis-

criminary practices. If laws change and attitudes do not, the changes that occur will be all but invisible.

"There must be an effort made not only by the federal government but by all levels of government, by private employers, educational institutions, unions, management and the media -- a concerted and co-operative effort -- to ensure that progress toward equality is accelerated."*

The purpose of this study was to establish the attitudes of Canadians toward issues relevant to the status of women and to measure the changes in attitudes which occurred during International Women's Year.

Method:

This study involved two distinct types of projects - focus group interviews and national personal interview studies.

Focus Group Interviews

In order to provide additional insights into the issues examined in the national study, a number of focus group interviews were conducted. This report draws on some of these findings. Whenever information from the groups is presented in this report it is noted as such.

National Personal Interview Study

Two national multi-stage stratified probability samples of Canadians 15 years of age and over were conducted. The first wave of interviewing

* Extract from an address by The Honourable Marc Lalonde - Tuesday, October 15th, 1975.

was conducted in late December 1974 and the first two weeks of January 1975. Thus, all of the interviewing occurred before the start of national advertising for International Women's Year. The second phase of interviewing started on November 8, 1975 and was completed in the first week of December, 1975. Throughout the report these waves of interviewing are referred to as December 1974 and December, 1975.

In the first wave of interviewing a total of 1,112 interviews was conducted. The second wave of interviewing was conducted with 1,117 respondents. In addition, 465 respondents from the first wave of interviewing were re-interviewed on wave two. Throughout the report the two waves of interviewing with different respondents are referred to as random waves. The respondents who were re-interviewed are referred to as a panel.

The sample and interview schedule design employed in this study were developed in consultation with Statistics Canada. As a measure of the reliability of the data, if 50% of the people interviewed held an opinion then there are 95 chances out of 100 that between 47% and 53% of all Canadians in centres of 10,000 and over would hold this opinion.

Details of the sampling procedures used and of the statistical techniques employed are included in the Technical Appendix to this study. In addition, this Technical Appendix includes French and English copies of the interview schedule employed.

Results

The results of this study are reported under the following headings:

Highlights

General Summary

Copy of the Interview Schedule

DECISION MARKETING RESEARCH LIMITED

March 1, 1976

HIGHLIGHTS

National Attitudinal Survey

- * A two-part national survey was conducted by Decision Marketing Research Limited in December 1974 and December 1975 to establish the attitudes of Canadians towards the issues relevant to the status of women and to measure the changes in attitudes which occurred during International Women's Year.
- * In order to provide statistically valid results the study was comprised of two national in-home personal interview probability samples of Canadians. This type of sample provides that selections at every stage of the sampling operation are made by a rigid procedure which ensures that the probability of a given individual being included in the sample can be predetermined within close limits. In addition, to provide a fuller understanding of the attitudes of Canadians, a number of focus group interviews were conducted.

Attitudes, Perceived and Real

- * One of the major findings of the report is that, in fact, both women and men believe men, in general, to be more chauvinistic than they really are. On a scale of one to seven, where four indicates that the respondents feel that women and men have equal abilities, one indicates that the average woman has greater potential ability and seven indicates that the average man

has greater potential ability, survey respondents gave both their own assessments and the assessments that they believed would be made by others.

Average Rating
December, 1975

How women feel	4.0
How men think women feel	4.0
How women think <u>other</u> women feel	4.1
How men feel	4.2
How men think <u>other</u> men feel	4.5
How women think <u>men</u> feel	4.7

- * These findings would indicate that there is very little sexual chauvinism in either perceived or real terms regarding Canadians' assessment of the potential capabilities of women and men. The findings do indicate, however, that Canadians consider themselves as believers in equality but perceive other people to be more chauvinistic than they, in fact, are.

Major Findings

- * Some of the major findings of the survey include the following:
 1. During 1975, more than 30 percent of all Canadians became more convinced than they were in 1974 that women should have equal job/pay opportunities.
 2. At the end of 1975, 84 percent of men and 90 percent of women believe that work of equal value should be given equal pay regardless of sex.
 3. 74 percent of men and 84 percent of women believe that, leaving physical considerations aside, men and women should have an equal chance at all types of jobs and positions.

4. 64 percent of men and 72 percent of women say that it would not make any difference to them whether their boss were male or female, as long as that person was competent.
 5. 73 percent of all Canadians believe that, if preschool children are in the family and the mother has no need to work, she should stay at home with the children.
 6. 63 percent of men and 79 percent of women feel that property or family business which has increased in value during marriage should be equally shared if the marriage dissolves.
 7. 90 percent of all Canadians believe that "it depends on the circumstances" as to whether the father or mother should have custody of children over the age of 10 if a marriage dissolves; 82 percent feel this way if children under the age of 10 are involved.
 8. 86 percent of all Canadians are aware that 1975 was International Women's Year and 74 percent are aware of advertising for The Year. These levels of awareness are particularly impressive when it is remembered that the study from which the results are derived was conducted eight months after all advertising ceased.
- * In December 1974, Canadians could be assigned to six segments or groups, based upon their attitudes toward women. The groups are as follows:
1. Female Chauvinist Attitude Group - believed that women were better than men in practically every way. This group was composed of 78 percent women and 22 percent men.
 2. Equality Attitude Group - believed that men and women have equal capabilities and should share responsibilities in a marriage. This group was composed of 57 percent women and 43 percent men.

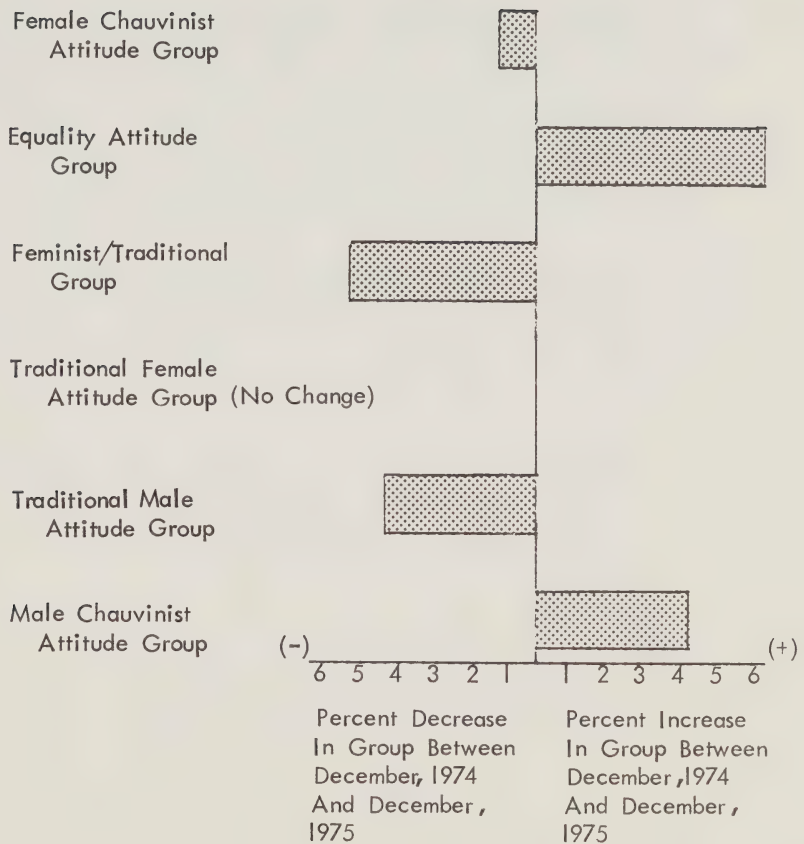
3. Feminist/Traditional Attitude Group - and 4. Traditional Female Attitude Group - shared many basic attitudes regarding women's roles. Both groups believe that women should be mainly responsible for the traditional female tasks, such as doing the major food shopping. However, members of the feminist/traditional group were less "down on" women in the professions and more "up on" women as strong individuals. Further, the feminist/traditional attitude group was more likely than the traditional female attitude group to believe in equal pay and equal opportunity for women. The feminist/traditional attitude group consisted of 55 percent women and 45 percent men. The traditional female attitude group consisted of 51 percent women and 49 percent men.
5. Traditional Male Attitude Group - perceive women as having relatively limited abilities and limited roles. However, they were more characterized by their positive assessment of men's abilities than by their negative assessment of women. The group consisted of 49 percent men and 51 percent women.
6. Male Chauvinist Attitude Group - believed that men were better than women at most tasks. They strongly believed that women do not deserve equal pay or equal opportunity. The group was comprised of 72 percent men and 28 percent women.

- * These groups, and the proportion of the Canadian population 15 years of age and over (in centres of 10,000 or more), which they were projected to represent in December 1974, were as follows:

<u>Group</u>	<u>Percent of Canadians</u>
	%
Female Chauvinist Attitude	6
Equality Attitude	18
Feminist/Traditional Attitude	7
Traditional Female Attitude	28
Traditional Male Attitude	26
Male Chauvinist Attitude	15

- * Between December 1974 and December 1975 there was a 20 percent shift within these groups with the largest shift being towards equality.
- * During 1975, those with lesser education and earning potential swung sharply towards male chauvinistic attitudes (e.g. they believed there should be male dominance in the job market, women should not receive equal pay, equal opportunity, that women do not tend to be practical, trustworthy, aggressive, steady workers, physically fit, etc.)
- * The chart attached indicates the shifts in these attitude groups during 1975.

CHANGE IN GROUP SIZE BETWEEN
DECEMBER, 1974 AND DECEMBER, 1975



Factors Affecting Attitude Groups

- * As indicated in the attitude group definitions, persons were assigned to an attitude grouping on the basis of their attitudes, and not in relation to their sex, age or other demographic factors. However, it is not surprising that the majority of those people who hold female chauvinist attitudes are women, while those who hold male chauvinist attitudes are predominantly men.
- * In terms of age, two of the groups differ from the distribution of Canadians as a whole. The female chauvinist attitude group tends to be middle aged: 60 percent of this group are 40 years of age or older. In contrast, the equality segment tends to be younger than average: 75 percent of this group are under age 40.
- * Attitudes are more polarized in the largest cities (over 500,000). People who live in these cities are particularly likely to be members of attitude groups one, two, five and six.
- * Belief in equality for women is positively affected by educational attainment. Over half of the members (52 percent) of the equality attitude group have university or community college education.
- * While persons holding the female chauvinist attitude are to be found in all income groups, they are disproportionately likely

to have total family incomes of less than \$7,000 per year (27 percent) and more than 65 percent have total family incomes of less than \$15,000 per year.

Summary

- * During International Women's Year there was an increase in the proportion of Canadians who believed in equal opportunity for women and men.

- * At the same time, there was a segment of the population (see chart) who reacted negatively to all that they felt International Women's Year stood for, and felt threatened by concepts of equality. Of those within the male chauvinist attitude group, 79 percent had secondary or public school education and 68 percent had family incomes of less than \$15,000 per year. They felt more strongly at the end of 1975 than at the beginning of The Year that men should play a dominant role in virtually all aspects of life.

- * During The Year the proportion of Canadians who believed in equality for men and women did increase. However, there was also a significant increase in the proportion of Canadians, primarily men, whose attitudes could be summarized as male chauvinist. It can be hypothesized that the increase in the size of this group reflects their reaction to the potential threat which women in the work force might offer to their jobs plus a resistance to changing their basic belief that men should be dominant and the providers.

GENERAL SUMMARY

This report is divided into four sections. The first section analyzes questions asked at the end of 1975 about awareness of the International Women's Year advertising campaign, about general awareness of The Year and about changes in attitudes toward women during International Women's Year. The persons questioned were Canadians 15 years of age and over who live in centres with populations of 10,000 or more.

The second section reports the results of two random waves of personal interviews. The first wave of interviewing occurred in December 1974 and January of 1975 before the International Women's Year advertising began. The second wave was completed in November and December of 1975 after the major activities for International Women's Year had been completed. The random waves are designed to provide measures of the levels of awareness and attitude at these two points in time.

The third section of the report deals with the additional insights provided by the panel data. Half of the people interviewed on wave one were re-interviewed on wave two. Because of the fact that the earlier interview might influence their answers in wave two, the panel data is examined to measure relative shifts in awareness or attitude. Its value comes from the opportunity it provides to determine how an individual's knowledge and beliefs have changed. The final section is entitled "Segments". It focuses on multi-variate statistical analysis.

I RANDOM WAVE - DECEMBER 1975

I. Awareness Of International Women's Year - Sex And Age

A wave of personal interviewing was conducted after the major activities planned for International Women's Year had been completed. Persons were asked whether or not they knew that 1975 was International Women's Year. They were also asked if they recalled any advertising for International Women's Year. Those who did not recall any such advertising were told that advertising for International Women's Year on radio, on television and in the newspapers featured the slogan "Why Not?" Its basic message was said to be that women have the right to fill whatever role in life they choose.

In the table following, the first column shows the proportion of people who claimed to know that 1975 was International Women's Year. The second column presents the proportion who claimed to recall advertising for International Women's Year on either an unaided or an aided basis. The final column shows that proportion who said that they could recall advertising for International Women's Year without being prompted.

Almost 9 in 10 Canadians (86%) have heard of International Women's Year; 7 in 10 (74%) can recall advertising for The Year; and 5 in 10 (54%) can recall the advertising without prompting.

While awareness of International Women's Year varies little by age or sex, younger people of both sexes (under the age of 35) are considerably more aware of the advertising than are older people.

Percent of Canadians which is...

	...Aware Of I. W. Y.	...Aware Of Advertising	
		Aided	Unaided
	%	%	%
TOTAL	86	74	54
<u>Sex</u>			
Male	85	73	54
Under 35	86	(81)	(63)
35 and over	85	64	44
Female	86	76	55
Under 35	86	(81)	(65)
35 and over	86	72	46

Note: In this report circles are used to draw attention to large numbers and squares to denote small numbers.

2. Awareness Of International Women's Year -
Education And Occupation

Those Canadians with the least education are least likely to be aware that 1975 was International Women's Year. However, even among this group nearly 8 in 10 (75%) are aware.

Similarly, awareness of the advertising for International Women's Year is lowest among those with the least education. Among Canadians with Grade Eight education or less, only 3 in 10 (32%) were aware, on an unaided basis, of any advertising.

Canadians who are employed in professional or managerial jobs are most aware of the advertising campaign. Retired people were least aware of the advertising campaign.

Percent of Canadians which is...

	Aware of <u>I. W. Y.</u>	Aware of Advertising <u>Aided</u>	<u>Unaided</u>
--	-----------------------------	--------------------------------------	----------------

TOTAL	86	74	54
-------	----	----	----

Education

Grades 1 - 8	75	55	32
Grades 9 - 13	84	73	54
Technical school	92	79	61
Community college	97	84	73
University	94	87	65

Occupation Of Respondent

Professional/Managerial	95	86	72
Sales	93	87	55
Clerical	94	75	62
Skilled Labour	86	67	47
Unskilled Labour	82	73	51
Homemaker	82	69	46
Student	81	80	63
Retired	75	54	28

3. Awareness Of International Women's Year -
Region, Language And Socio-Economic Level

Regionally, awareness of International Women's Year is highest in Quebec and lowest in British Columbia.

The study also examined awareness of International Women's Year by socio-economic level. Interviewers were provided with instructions on how to evaluate a respondent's socio-economic level.

The factors involved in the determination of socio-economic level were as follows:

1. The occupation, or former occupation if retired or unemployed, of the household head
2. The educational or cultural level of the family
3. The neighbourhood
4. The estimated rental level of the home
5. The type and style of living of the home
6. The amount of income the family appears to have.

Canadians in the lower socio-economic classes are less aware of The Year and of its advertising campaign than are those in the higher socio-economic classes. The exception to this pattern is that the highest socio-economic class indicated a relatively low level of awareness (44%) until they were reminded of the theme of the campaign.

Percent Of Canadians which is...

	Aware Of <u>I. W. Y.</u>	Aware Of <u>Aided</u>	Advertising <u>Unaided</u>
TOTAL	86	74	54

Region

British Columbia	69	78	39
Prairies	84	64	41
Ontario	83	76	58
Quebec	97	75	63
Atlantic Provinces	89	76	46

Language

English	82	74	52
French	99	73	61

Socio-Economic Level

Upper	92	81	44
Upper Middle	91	77	58
Middle	87	77	55
Lower Middle	68	65	47
Lower	79	58	45

4. Conviction - Age And Sex

In order to provide an overall assessment of reactions to International Women's Year, Canadians were asked if, compared to a year ago, they would say that they are now much more convinced that women should be given the same opportunity as men, a little more convinced, feel about the same way, are a little less convinced or are much less convinced. The tables which follow show the proportion of Canadians who are more convinced, feel about the same or are less convinced.

In total 3 in 10 Canadians (33%) say that they are now more convinced than a year ago that women should be given the same opportunities as men. Very few (3%) state that they are less convinced than a year ago. Women, particularly those under the age of 35, are most likely to report that they now feel more convinced.

Percent Of Canadians Which...

	...Is More Convinced	...Feel About The Same	...Is Less Convinced
TOTAL	33	64	3
<u>Sex</u>			
Male	28	68	4
Under 35	30	66	4
35 and over	27	69	4
Female	38	59	3
Under 35	(42)	56	2
35 and over	33	63	4

5. Conviction - Education And Occupation

There is relatively little difference in the response of Canadians of different educational levels to the conviction question. However, persons with the least education are more likely than others to say that they are now less convinced.

While Canadians in the professional and managerial ranks show a high level of awareness of the advertising campaign, they are less likely than most of the other occupational groups to indicate that their attitudes have changed during The Year. Later sections will reveal whether or not they held more favourable attitudes than other occupational groups before The Year began.

Percent Of Canadians Which...

	<u>...Is More Convinced</u>	<u>...Feel About The Same</u>	<u>...Is Less Convinced</u>
<u>Education</u>			
Grades 1 - 8	29	63	8
Grades 9 - 13	36	61	3
Technical School	24	75	1
Community College	36	61	3
University	26	72	2
<u>Occupation</u>			
Professional/ Managerial	21	75	4
Sales	35	65	-
Clerical	39	59	2
Skilled Labour	22	75	3
Unskilled Labour	40	55	5
Homemaker	40	57	3
Student	41	55	4
Retired	25	69	6

6. Conviction - Region, Language And Socio-Economic Level

Regionally, shifts in conviction follow a pattern similar to that seen earlier in levels of awareness of The Year. Persons living in Quebec were most likely to report an increase in conviction; those in British Columbia least likely to report an increase.

Percent of each group which Is More <u>Convinced</u>	Feel about <u>the same</u>	.. Is Less <u>Convinced</u>
TOTAL		33	64	3
<u>Region</u>				
British Columbia	%	23	73	1
Prairies	%	31	69	-
Ontario	%	33	62	5
Quebec	%	37	59	4
Atlantic Provinces	%	26	72	-
<u>Language</u>				
English	%	32	65	3
French	%	38	58	4

II RANDOM WAVES - DECEMBER, 1974 AND DECEMBER, 1975

A. Problems Facing Women Today

I. Introduction

In order to provide an overview of the problems that are felt to be facing women, all Canadians 15 years of age and over (in centres with populations of 10,000 or more) were asked what they personally felt were the most important problems facing women today. There is very little difference in the pattern of responses between Wave One and Wave Two. Some indication of the impact of International Women's Year may be provided by the slightly higher mention of equal rights, recognition of abilities and women's liberation.

Most Important Problems	Percent of Canadians		
	December , 1974	December , 1975	Change
	%	%	
<u>Equality:</u>			
Equal rights	13	16	(+ 3)
Equal pay	14	13	- 1
Equal employment/opportunities/advances	14	14	+ 0
Discrimination (not specified)	3	3	+ 0
	<u>44</u>	<u>46</u>	<u>+ 2</u>
<u>Family:</u>			
Raising children/families	6	5	- 1
Working and raising a family at the same time	4	4	+ 0
Day care facilities	2	2	+ 0
Women should stay at home/look after children	1	2	+ 1
Abortion	1	*	- 1
	<u>14</u>	<u>13</u>	<u>- 1</u>
<u>Identity:</u>			
Personal/social identity/being thought of as an individual	9	10	+ 1
Dissatisfaction with their lot/share	3	4	+ 1
Recognition of their abilities	3	6	(+ 3)
Boredom	3	2	- 1
Women believing themselves inferior because they want to stay home	*	1	+ 1
	<u>18</u>	<u>23</u>	<u>+ 5</u>
<u>Economy:</u>			
Economy/soaring prices/inflation	12	11	- 1
Need to work/the feeling of being tied down	4	2	- 2
Finding/getting jobs	1	3	+ 2
	<u>17</u>	<u>16</u>	<u>- 1</u>
<u>Miscellaneous:</u>			
Women's liberation movement (not specified)	2	6	(+ 4)
Same as men (not specified)	2	1	- 1
Not united	1	1	+ 0

2. Most Important Problem As Seen By Men

The activities undertaken during The Year appear to have made men somewhat more conscious of women's search for equality and personal identity.

Most Important Problems

	Percent of Males		Change
	December, 1974	December, 1975	
<u>Equality:</u>	%	%	
Equal rights	15	15	- 0
Equal pay	11	12	+ 1
Equal employment/opportunities/advances	12	14	+ 2
Discrimination (not specified)	3	4	+ 1
	<u>41</u>	<u>45</u>	<u>+ 4</u>
<u>Family:</u>			
Raising children/families	5	4	- 1
Working and raising a family at the same time	3	4	+ 1
Day care facilities	1	2	+ 1
Women should stay at home/look after children	1	2	+ 1
Abortion	1	*	- 1
	<u>11</u>	<u>12</u>	<u>+ 1</u>
<u>Identity:</u>			
Personal/social identity/being thought of as an individual	7	10	+ 3
Dissatisfaction with their lot/share	3	4	+ 1
Recognition of their abilities	2	6	+ 4
Boredom	3	1	- 2
Women believing themselves inferior because they want to stay home	*	1	+ 1
	<u>15</u>	<u>22</u>	<u>+ 7</u>
<u>Economy:</u>			
Economy/soaring prices/inflation	10	9	- 1
Need to work/the feeling of being tied down	4	1	- 3
Finding/getting jobs	1	2	+ 1
	<u>15</u>	<u>12</u>	<u>- 3</u>
<u>Miscellaneous:</u>			
Women's liberation movement (not specified)	3	8	+ 5
Same as men (not specified)	3	2	- 1
Not united	1	1	+ 0

3. Most Important Problem As Seen By Women

As for women, the pattern of responses differs little between the two waves of interviewing. The only noteworthy change is the proportion of women mentioning "equal rights".

Most Important Problems

	Percent of Females		Change
	December, 1974	December, 1975	
<u>Equality:</u>	%	%	
Equal rights	11	17	+ 6
Equal pay	17	15	- 2
Equal employment/opportunities/advances	15	14	- 1
Discrimination (not specified)	4	3	- 1
	<u>47</u>	<u>49</u>	<u>+ 2</u>
 <u>Family:</u>			
Raising children/families	6	6	+ 0
Working and raising a family at the same time	4	4	+ 0
Day care facilities	3	2	- 1
Women should stay at home/look after children	1	2	+ 1
Abortion	*	*	+ 0
	<u>14</u>	<u>14</u>	<u>+ 0</u>
 <u>Identity:</u>			
Personal/social identity/being thought of as an individual	11	10	- 1
Dissatisfaction with their lot/share	4	3	- 1
Recognition of their abilities	3	6	+ 3
Boredom	3	3	+ 0
Women believing themselves inferior because they want to stay home	1	*	- 1
	<u>22</u>	<u>22</u>	<u>+ 0</u>
 <u>Economy:</u>			
Economy/soaring prices/inflation	14	13	- 1
Need to work/the feeling of being tied down	4	3	- 1
Finding/getting jobs	1	4	+ 3
	<u>19</u>	<u>20</u>	<u>+ 1</u>
 <u>Miscellaneous:</u>			
Women's liberation movement (not specified)	1	3	+ 2
Same as men (not specified)	1	*	- 1
Not united	1	1	+ 0

B. Awareness Of Official Bodies

I. Introduction

A number of questions were asked which were intended to measure Canadians' awareness of official government departments, agencies or bodies designed to examine women's role in Canada or to assist women in cases of discrimination based upon sex.

During the year there has been no significant change among all Canadians in the level of awareness of any of these bodies. The following sections examine awareness of each of the bodies by population sub-groups.

	Percent Of Canadians		
	December, 1974	December, 1975	Change
Awareness of Official Bodies	%	%	
Royal Commission on the Status of Women	55	53	- 2
Any official bodies that deal with job discrimination	53	53	+ 0
Provincial Women's Bureau	16	13	- 3
Provincial Advisory Council	22	22	+ 0
Federal Advisory Council	19	18	- 1

2. Royal Commission On The Status Of Women

a) Awareness Of The Commission

Canadians were asked if they had ever heard of the Royal Commission on the Status Of Women. During the year, total awareness remained constant at about the 50% level. Awareness continues to be lower in Quebec than in the other provinces. There is some indication that awareness may have declined in the larger metropolitan areas.

Percent of each group which is aware of the
Royal Commission on the Status of Women

December,
1974

December,
1975

Change

TOTAL		%	55	52	- 3
<u>Sex:</u>	Male	%	58	53	- 5
	Under 35	%	56	53	- 3
	35 and over	%	59	53	- 6
	Female	%	53	51	- 2
	Under 35	%	51	50	- 1
	35 and over	%	55	51	- 4
<u>City Size:</u>	Over 1000m	%	59	47	-12**
	1000m - 100m	%	52	57	+ 5
	100m - 30m	%	51	46	- 5
	30m - 10m	%	43	58	+15
<u>Province:</u>	British Columbia	%	66	60	- 6
	Alberta	%	65	57	- 8
	Saskatchewan	%	59	77	+18
	Manitoba	%	50	70	+20
	Ontario	%	58	54	- 4
	Quebec	%	44	38	- 6
	Nova Scotia	%	70	68	- 2
	New Brunswick	%	30	51	+21
	Newfoundland	%	71	57	-14

NOTE; Throughout this report changes between December, 1974 and December, 1975 which are statistically significant at the 95% level of confidence have been noted with two asterisks.

2. b) Awareness Of The Commission's Recommendations

As was reported in an earlier section just over half of all Canadians in both waves report having heard of the Royal Commission on the Status Of Women. In both waves, about 1 in 5 claim to know any specific recommendations. Because there was no reason to assume that the specific recommendations recalled would change between Wave One and Wave Two in Wave Two Canadians were not asked, as they were in Wave One, to state the recommendations that they recalled. In Wave One the most frequently mentioned recommendation was that for equal pay. The only other recommendation recalled with any frequency was that for equal employment opportunities.

	Percent of Canadians	
	December, 1974	December, 1975
	%	%
<u>Royal Commission On The Status Of Women</u>		
Have <u>not</u> heard of	38	35
Have heard of	55	53
Not sure	7	12
Claim <u>not</u> to know any of its recommendations	69	72
Claim to know any of the recommendations	29	27
Not sure	2	1
<u>Recommendations recalled</u>		
Equal pay/wages	13	
Equal employment opportunities	6	
More day care centres	3	
Abortion on demand	2	
Legal rights/equal rights	2	
Equality in ownership/property settlement	2	
Maternity leave	1	
Can't recall	2	

3. Awareness Of Official Job Discrimination Agencies

To assess the familiarity of Canadians with government agencies set up to deal with job discrimination on the basis of sex, Canadians were asked if they knew of any official departments, agencies or other bodies set up to deal with such problems. Those who felt that such bodies did exist were asked to name the bodies and then to state for each body that they named whether they were federal, provincial or municipal.

In both waves of the study about half of all Canadians were aware of such agencies (53%). Approximately one third could name any agencies (32%).

The table which follows shows the agencies named by Canadians in December, 1975. No individual agency is named frequently. Further, there is little agreement on the level of government to which such agencies are responsible.

December , 1974	December , 1975	Change
--------------------	--------------------	--------

Not aware of existence of any agencies with which complaints
of employment discrimination can be filed

47	47	± 0
----	----	---------

Aware of agencies but do not know name

21	53	18	53	- 3	+ 0
----	----	----	----	-----	-----

Aware of and can name agencies

32	35	+ 3
----	----	-----

Percent of All Canadians Who Are Aware
of Each Agency - December 1975

Type of Body

Federal	Provincial	Municipal	Don't Know
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Agency

Human rights commission	4	6	*	2
Department/Ministry of Labour	3	6	*	1
Civil rights	2	1	*	1
Department of Manpower	2	1	1	1
Equal opportunities in employment	1	1	-	*
Better Business Bureau	*	*	1	1
Ombudsman	*	2	-	*
Women's Bureau	*	*	*	1
Union	-	*	*	2
Royal Commission/Status of Women	1	*	-	1
Miscellaneous	1	3	*	*

* Less than 1%

4. Awareness Of Provincial Women's Bureaux

In fact, every province does not have a Women's Bureau.

Thus, the figures following indicate the proportion of Canadians who believe that their province has such a bureau.

Percent of each group which is aware of
Women's Bureau in the Provincial Government

December,
1974

December,
1975

Change

TOTAL		%	16	13	- 3
<u>Sex:</u>	Male	%	15	13	- 2
	Under 35	%	14	13	- 1
	35 and over	%	16	13	- 3
	Female	%	17	12	- 5
	Under 35	%	17	11	- 6
	35 and over	%	17	13	- 4
<u>Province:</u>	British Columbia*	%	16	13	- 3
	Alberta*	%	16	13	- 3
	Saskatchewan*	%	15	3	-12
	Manitoba*	%	15	23	+ 8
	Ontario*	%	18	20	+ 2
	Quebec	%	13	17	+ 4
	Nova Scotia	%	13	6	- 7
	New Brunswick	%	5	-	- 5
	Newfoundland	%	-	1	+ 1

* During 1975 these provinces did have a Women's Bureau.

5. Awareness Of Provincial Advisory Council

There has been no significant change in the proportion of Canadians (1 in 5) who believe that their Provincial Government has an Advisory Council that advises on matters pertaining to women.

Awareness levels have shown no significant change by population sub-groups.

Percent of each group which is aware of
Advisory Council in the Provincial Government

December ,
1974

December ,
1975

Change

TOTAL	%	22	21	- 1
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<u>Sex:</u>	Male	%	23	22	- 1
	Under 35	%	25	20	- 5
	35 and over	%	21	23	+ 2
	Female	%	22	21	- 1
	Under 35	%	22	23	+ 1
	35 and over	%	20	19	- 1
<u>Province:</u>	British Columbia	%	20	23	+ 3
	Alberta	%	29	29	+ 0
	Saskatchewan*	%	18	20	+ 2
	Manitoba	%	21	20	- 1
	Ontario*	%	25	24	- 1
	Quebec*	%	19	15	- 4
	Nova Scotia	%	21	24	+ 3
	New Brunswick	%	8	17	+ 9
	Newfoundland	%	-	5	+ 5

* During 1975 these provinces did have an Advisory Council

6. Awareness Of Federal Advisory Council

Nationally the level of awareness of a Federal Advisory Council has remained constant at just under 20%.

Percent of each group which is aware of an
Advisory Council in the Federal Government

December,
1974

December,
1975

Change

TOTAL	%	19	18	- 1
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<u>Sex:</u>	Male	%	18	16	- 2
	Under 35	%	16	13	- 3
	35 and over	%	20	19	- 1
	Female	%	20	19	- 1
	Under 35	%	19	17	- 2
	35 and over	%	21	21	+ 0

C. Day Care Centres

1. Attitudes Toward Mothers Working

An issue which is receiving much attention today is whether or not a woman who has children has a responsibility to stay at home with them or whether she should be free to seek a job. To provide a measure of attitudes toward this issue, Canadians were asked to assume that there was no financial necessity for a woman to have a job and then to select from the two following statements the one that most closely reflected their own attitude.

"Do you feel that mothers with pre-school age children should stay at home and spend full-time with their children

OR

Do you think that mothers with pre-school age children should be freed of the necessity of looking after their children if they choose to take a job?"

The question was couched in terms of pre-school age children in order to provide the situation in which people were most likely to feel that children required their mother's presence.

Among all Canadians attitudes on this issue have not changed significantly in the past year.

	Percent of Canadians	
	December ,	December ,
	1974	1975
	%	%
<u>Mother of Pre-school Age Children Should</u>		
Stay at home and spend full time with their children	73	75
Be freed of the necessity of looking after children if they take a job	27	25

2. Attitudes Toward Mothers Working - Age And Sex

While men's and younger women's attitudes toward the provision of day care facilities has remained relatively constant, women 35 years of age and older appear to have adopted a more conservative attitude on this issue. Now only 1 in 7 older women (14%) agree that mothers of pre-school age children should be freed of the necessity of looking after children if they take a job.

Assuming that there is no financial necessity for the mother to work the percent of those in each group which feel that mothers of pre-school age children should be freed of the necessity of looking after children if they take a job

		Percent Of Canadians December, 1974 December, 1975		Change
TOTAL		27	25	- 2
<u>Sex:</u>	Male	23	23	+ 0
	Under 35	34	31	- 3
	35 and over	13	15	+ 2
	Female	31	27	- 4
	Under 35	39	40	+ 1
	35 and over	23	14	- 9**

3. Attitudes Toward Mothers Working - Education And Occupation

Other groups which evidence a more conservative attitude on this issue are those with public school education or less. Canadians who are employed as skilled labourers now reflect a more conservative attitude with only 1 in 7 (15%) now feeling that mothers should be freed to take a job. The only occupational group showing a marked increase in the proportion favouring freeing mothers to take jobs are those engaged in sales positions.

Assuming that there is no financial necessity for the mother to work the percent of those in each group which feel that mothers of pre-school age children should be freed of the necessity of looking after children if they take a job

		Percent Of Canadians		
		December, 1974	December, 1975	Change
TOTAL	%	27	25	- 2

<u>Education:</u>				
Grades 1 - 8	%	20	10	-10**
Grades 9 - 13	%	21	25	+ 4
Technical School	%	24	28	+ 4
Community College	%	39	26	-13
University	%	42	35	- 7

Occupation of Respondent:

Professional/ Managerial	%	34	38	+ 4
Sales	%	22	36	+14
Clerical	%	29	33	+ 4
Skilled Labour	%	28	15	-13**
Unskilled Labour	%	22	25	+ 3
Housewife	%	21	15	- 6
Student	%	36	34	- 2
Retired	%	10	11	+ 1

4. Day Care Centres

If a mother is to have a job and she has children who require care, arrangements must be made to look after the children. The most obvious solution is to provide day care centres. To determine attitudes toward day care centres Canadians were asked if they felt that there were about the right number of day care centres, too many day care centres or not enough day care centres. The majority feel that there are not enough day care centres. The proportion feeling this way has declined during the year, apparently primarily because of an increase since December, 1974 in the proportion of Canadians who now "don't know" if there are enough day care centres.

Percent of Canadians

<u>December,</u> <u>1975</u>	<u>December,</u> <u>1975</u>	<u>Change</u>
%	%	

Number of day care centres

About the right number	7	9	+ 2
Too many	3	2	- 1
Not enough	57	51	- 6 **
Don't Know	33	38	+ 5

5. Day Care Centres- Sex, Age, Region And Income

The population sub-groups in which there has been a decline in the proportion of people who feel that there are too few day care centres are. . .

. . . women, particularly those 35 years of age or older

. . . British Columbia and Ontario

. . . households in which the income is \$25,000 a year or over.

Percent of each group which feel
that there are not enough
Day Care Centres: _____

			December, 1974	December, 1975	Change
TOTAL		%	57	51	- 6
Sex:	Male	%	51	47	- 4
	Under 35	%	55	51	- 4
	35 and over	%	47	43	- 4
	Female	%	63	54	- 9 **
	Under 35	%	65	60	- 5
	35 and over	%	60	48	-12 **
Region:	British Columbia	%	58	41	-17 **
	Prairies	%	58	50	- 8
	Ontario	%	55	42	-13 **
	Quebec	%	59	65	+ 6
	Atlantic Provinces	%	59	58	- 1
Household					
Income:	Under \$7,000	%	62	56	- 6
	\$7,000 - \$9,999	%	57	51	- 6
	\$10,000 - \$14,999	%	57	51	- 6
	\$15,000 - \$24,999	%	52	49	- 3
	\$25,000 and over	%	65	52	-13 **

6. Who Should Pay For Day Care Centres

If day care centres are to be provided someone must bear the cost. Canadians were questioned on whose responsibility they felt that such day care centres should be. The most frequent selections are the parent alone and the parent and the government. Almost no one felt that the employer alone should be responsible for day care centres. The proportion which supports each of the positions has changed little during the year.

Responsibility for cost of
Day Care Centres:

	Percent of Canadians 15 years of age and over		
	December, 1974	December, 1975	Change
Parent	29	28	- 1
Employer	*	2	+ 2
Government	12	12	+ 0
Parent and Employer	7	6	- 1
Parent and Government	22	21	- 1
Employer and Government	3	3	+ 0
All Three	20	20	+ 0
Don't know	7	8	+ 1

7. Day Care Centres - Another Perspective

The data in the preceding section can be examined another way. What proportion of the population feels that each of the three sectors should bear at least part of the cost of day care centres? Viewed from this perspective about 8 in 10 Canadians (75%) feel that the parent(s) should bear at least part of the cost of day care centres. Only 3 in 10 feel that the employer should bear part of the cost. Attitudes on this issue have remained constant during The Year.

Responsibility for cost of
Day Care Centres: _____

	Percent of Canadians 15 years of age and over		
	December , 1974	December , 1975	Change
Parent	78	75	- 3
Government	57	56	- 1
Employer	30	31	+ 1
Don't know	7	8	+ 1

8. Day Care Centres And Attitudes Toward Mothers Working

The following table examines attitudes toward day care centres among those who feel that mothers should stay at home with pre-school age children and those who feel that they should be free to go out and work. Those who believe that women should be free to take a job are more likely than those who feel that her place is in the home to think that parent, employer and government should share the cost of providing day care centres. However, the difference between the two groups on this issue is less extreme now than it was at the beginning of The Year. Even among those Canadians who believe that women should be free to take a job, almost 8 in 10 (77%) believe that the parent should pay at least a part of the cost of day care centres.

Percent of Canadians 15 years of age
and over which believe that mothers
of pre-school age children should...

Responsibility for cost of Day Care Centres:	Stay at home			Be free to take a job		
	December, 1974	December, 1975	Change	December, 1974	December, 1975	Change
Parent	33	30	- 3	20	20	+ 0
Employer	-	2	+ 2	1	1	+ 0
Government	11	12	+ 1	13	13	+ 0
Parent and Employer	7	6	- 1	8	7	- 1
Parent and Government	22	20	- 2	20	25	+ 5
Employer and Government	3	2	- 1	3	3	+ 0
All three	16	18	+ 2	32	25	- 7
Don't know	8	10	+ 2	3	6	+ 3

D. Break-Up Of The Marriage

I. Custody Of The Children

When a marriage breaks up there are many issues which have to be faced. This section examines three of them - custody of the children, support payments and division of property.

Normally, the courts award custody of the children to the mother. Canadians do not believe that this should necessarily be the case. Only 2 in 10 (18%) of Canadians believe that, in the case of young children (under the age of 10), the mother should usually get custody of the children. If the children are 10 years of age or older only 1 in 10 (7%) believe that the mother should normally get custody.

	Percent of Canadians	
	December , 1974	December , 1975
<u>Who should get custody of</u>		
<u>...Young children (Under 10 years of age)</u>		
Mother	20	18
Father	*	*
Depends on the circumstances	80	82
 <u>...Older children (10 years of age and older)</u>		
Mother	9	7
Father	1	3
Depends on the circumstances	89	90

2. Custody Of The Children - Sex, Region And Education

The following table shows the proportion who believed, in December, 1974 and in December, 1975, that who gets custody of the children depends upon the circumstances. There is little variation in the responses by sex. While older people (35 years of age and over) are more likely than younger people to feel that the mother should have custody of the children, the great majority of them also feel that it depends on the circumstances.

Regionally, Quebec residents are the most conservative. Feelings on this question do vary by educational attainment. Particularly in the case of young children, those Canadians with relatively more education are more likely to believe that which parent receives custody of the children should depend upon the circumstances.

Percent of those in each group which believe that it depends on the circumstances who should get custody of....

			Young Children			Older Children		
			December, 1974	December, 1975	Change	December, 1974	December, 1975	Change
TOTAL			% 80	82	+ 2	89	90	+ 1
Sex:	Male	%	80	82	+ 2	90	90	+ 0
	Under 35	%	84	88	+ 4	92	92	+ 0
	35 and over	%	77	76	- 1	87	88	+ 1
	Female	%	80	81	+ 1	89	90	+ 1
	Under 35	%	83	86	+ 3	91	94	+ 3
	35 and over	%	77	77	+ 0	86	87	- 1
Region:	British Columbia	%	86	82	- 4	91	94	+ 3
	Prairies	%	84	88	+ 4	87	96	+ 9
	Ontario	%	84	87	+ 3	92	92	+ 0
	Quebec	%	70	70	+ 0	83	83	+ 0
	Atlantic Provinces	%	85	81	- 4	96	88	- 8
Education:	Grades 1 - 8	%	72	71	- 1	83	87	+ 4
	Grades 9 - 13	%	79	81	+ 2	88	88	+ 0
	Technical School	%	80	75	- 5	84	97	+13
	Community College	%	75	95	+20**	89	94	+ 5
	University	%	89	89	+ 0	96	96	+ 0

3. Support Payments

When a marriage breaks up a decision must be reached on whether or not one partner should provide support payments to the other and whether or not the partner who receives custody of the children should receive support payments for them. In this study, questions were only asked about a woman receiving support payments from her (former) spouse. The question of whether or not there are cases in which the woman should support the man was not examined.

Canadians were asked to assume that the woman is capable of earning her own living. Whether questioned about divorced or legally separated women, the responses were similar. About 1 in 10 feel that the woman should always receive support payments for herself; about 5 in 10 think that the support payments should be paid only under certain circumstances and 4 in 10 believe that the woman should not receive support payments.

Canadians were also asked if they believed children staying with their legally separated or divorced mother should receive financial support from the father. Three quarters (73%) believe that the children should always receive such support while almost all of the remainder believe that such support should be provided in certain circumstances.

	Percent of Canadians	
	December, 1974	December, 1975
	%	%
<u>A divorced wife is entitled to alimony payments</u>		
Yes always	8	10
Under certain circumstances	48	45
Not at all	44	45
 <u>A legally separated wife is entitled to support payments</u>		
Yes always	10	14
Under certain circumstances	51	47
Not at all	39	39
 <u>Children staying with their legally separated or divorced mother</u>		
Yes always	76	73
Under certain circumstances	23	25
Not at all	1	2

4. Support Payments - Divorced Wives

Women are less likely than men to believe that divorced women should never receive support payments. This pattern is most pronounced among women 35 years of age and older.

Percent of each group
which feel a divorced
wife is entitled to
support payments. . .

Divorced Wife

Only under certain circumstances

Not at all

December, December,

December, December,

1974

1975

Change

1974

1975

Change

TOTAL	%	48	45	- 3	44	45	+ 1
-------	---	----	----	-----	----	----	-----

Sex:

Male	%	43	40	- 3	50	53	+ 3
Under 35	%	44	39	- 5	48	56	+ 8
35 and over	%	42	42	± 0	51	50	- 1
Female	%	52	50	- 2	38	39	+ 1
Under 35	%	47	45	- 2	46	46	± 0
35 and over	%	57	55	- 2	31	32	+ 1

Region:

British Columbia	%	54	41	-13	42	53	+11
Prairies	%	58	54	- 4	35	39	+ 4
Ontario	%	40	44	+ 4	54	51	- 3
Quebec	%	49	44	- 5	36	40	+ 4
Atlantic Provinces	%	61	47	-14	31	45	+14

5. Support Payments - Separated Wives

During The Year the proportion of younger men who believe that separated wives should receive no support payments has increased measurably. (A similar pattern, though less pronounced, was evident when this question was asked about divorced wives).

The majority of women, and particularly older women, continue to feel that a separated wife should receive support payments, at least under some circumstances.

Percent of each group
which feel a separated wife
is entitled to support
payments . . .

Separated Wife						
Only under certain circumstances			Not at all			
December, 1974	December, 1975	Change	December, 1974	December, 1975	Change	

TOTAL	%	51	47	- 4	39	40	+ 1
-------	---	----	----	-----	----	----	-----

Sex:

Male	%	46	42	- 4	47	48	+ 1
Under 35	%	46	36	-10**	45	56	+11**
35 and over	%	47	49	+ 2	47	39	- 8
Female	%	56	53	- 3	32	33	+ 1
Under 35	%	51	48	- 3	36	37	+ 1
35 and over	%	59	57	- 2	29	29	+ 0

Region:

British Columbia	%	59	34	-25	36	55	+19
Prairies	%	54	63	+ 9	35	29	- 6
Ontario	%	49	46	- 3	45	46	+ 1
Quebec	%	50	47	- 3	33	32	- 1
Atlantic Provinces	%	56	40	-16	35	44	+ 9

6. Support Payments - Children

The belief that fathers should always provide support payments is most widespread among men.

There has been an increase in the proportion of people in the Atlantic Provinces who feel that fathers are obliged to provide such support.

Percent of each group
which feel children are
entitled to support
payments. . .

Only under certain circumstances

Yes, always

December, December,

December, December,

1974 1975 Change

1974 1975 Change

TOTAL	%	23	25	+ 2	76	73	- 3
-------	---	----	----	-----	----	----	-----

Sex:

Male	%	28	29	+ 1	71	69	- 2
Under 35	%	30	29	- 1	70	68	- 2
35 and over	%	26	29	+ 3	72	70	- 2
Female	%	18	22	+ 4	81	78	- 3
Under 35	%	20	23	+ 3	79	76	- 3
35 and over	%	18	21	+ 3	82	79	- 3

Region:

British Columbia	%	26	26	+ 0	73	72	- 1
Prairies	%	22	29	+ 7	78	71	- 7
Ontario	%	24	27	+ 3	75	71	- 4
Quebec	%	19	22	+ 3	81	77	- 4
Atlantic Provinces	%	36	13	-23	62	86	+24**

7. Property Settlement

During the course of a marriage, property or a family business may increase in value. Canadians were asked what they felt should happen to this property if the marriage breaks up. At the end of 1975 the majority (71%) feel that both marriage partners should get a fair share of the property or business. About 2 in 10 (21%) feel that it depends on the circumstances. The remainder feel that it all should remain in the hands of the person in whose name the property or business happens to be registered.

Because it was felt that the reasons for feeling that "it depends on the circumstances" would not change measurably during the year this question was only asked at the beginning of the year. At that time the most frequent reason given for this response was that both should receive a share if both contributed financially to the business. Others felt that both should receive compensation only if they both worked in the business. (Still others suggest that the ability of each partner to support themselves should be considered in reaching a decision.)

Percent of Canadians December, 1975

%

If property or family business
has increased in value during
marriage, if the marriage
breaks up ...

... both are entitled to a fair
share of the property or
business

71

... it should all remain in the
hands of the person in whose
name the property or business
happens to be registered

7

... it depends on the circumstances

21

Don't know/no idea

1

8. Property Settlement - Change In Attitudes During The Year

The following table shows the change in attitudes since the beginning of The Year. At the end of The Year people of both sexes 35 years of age and over were less likely than at the beginning of The Year to feel that both partners are entitled to receive a fair share of the property or business.

Percent of each group which
feels that both partners should
get a fair share of Property
or family business if the
marriage breaks up

December, December,
1974 1975 Change

TOTAL	%	75	71	- 4
-------	---	----	----	-----

Sex:

Male	%	66	63	- 3
Under 35	%	56	62	+ 6
35 and over	%	75	64	-11**
Female	%	84	79	- 5
Under 35	%	80	79	- 1
35 and over	%	87	79	- 8**

Region:

British Columbia	%	81	74	- 7
Prairies	%	75	79	+ 4
Ontario	%	78	72	- 6
Quebec	%	67	63	- 4
Atlantic Provinces	%	81	80	- 1

E. Women At Home

I. Decision-making In Canadian Households

An important aspect of defining how people regard men's and women's roles has to do with who makes the household decisions. To determine not only who does make the decisions but who people think should make the decisions the following questions were asked about a number of household decisions.

- 1) Who in your household is most likely to make the decision in any of the following - yourself, your wife (husband), both or the whole family?
- 2) Given a family situation of husband, wife and children, who in your opinion should make the decisions on the following - the husband, the wife, both equally or the whole family?

Since there have been no measurable changes on the answers to these questions since the beginning of The Year, the figures reported in this section apply only to the interviews conducted at the end of The Year.

2. Furniture, Major Appliances And Liquor Or Beer

In the case of both furniture and major appliances both partners usually are involved in the decision - and this is the way most Canadians feel it should be. In 2 in 10 (18% and 16% respectively) of households the wife is most likely to make these decisions. However, in many of the cases where such a situation exists, the wife would like the husband's involvement in these decisions.

The purchase of beer or liquor is most frequently felt to be a man's responsibility. However, even here there is a feeling among many that both partners should be more involved in such decisions.

DECEMBER, 1975

Percent of Canadians Which Feel . . .
Responsible for . . .

		<u>Husband</u>	<u>Wife</u>	<u>Both</u>	<u>Whole Family</u>	<u>Doesn't Apply</u>	<u>Don't Know/Not Stated</u>

BUYING FURNITURE

Is	%	3	18	75	4	-	-
Should be	%	1	7	83	8	-	1

BUYING MAJOR APPLIANCES

Is	%	5	16	76	2	-	1
Should be	%	3	11	83	2	-	1

BUYING LIQUOR OR BEER

Is	%	54	4	30	*	10	2
Should be	%	41	2	49	1	-	7

3. Meals And Leisure Time

Deciding upon the menu for meals is now normally felt to be the wife's responsibility. However, both are more likely to be involved on the week-ends than on week-days. In this area, too, there is a sizeable minority that feels that the husband, and to a lesser extent the children, should be allowed to participate in such decisions.

Deciding where to go on a week-end or a vacation is usually a decision made by both the husband and the wife. However, 3 in 10 Canadians (29%) feel that the whole family should be involved in such decisions.

DECEMBER, 1975

Percent of Canadians Which Feel...
Responsible for ...

<u>Husband</u>	<u>Wife</u>	<u>Both</u>	<u>Whole Family</u>	<u>Doesn't Apply</u>	<u>Don't Know/ Not Stated</u>
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DECIDING WHAT TO EAT
FOR DINNER ON WEEK-ENDS

Is	%	3	68	24	5	-	-
Should be	%	2	51	32	14	-	1

DECIDING WHAT TO EAT
FOR DINNER ON WEEK-DAYS

Is	%	2	79	16	2	1	*
Should be	%	1	69	21	8	-	1

DECIDING WHERE TO GO ON
A WEEK-END OR VACATION

Is	%	9	7	73	10	1	*
Should be	%	3	3	64	29	-	1

4. Child-Rearing

In those households where there are children at school, in slightly less than half of the cases the mother alone helps them with their homework and in the remainder both parents provide assistance. There is a strong feeling that the father should more frequently be involved in this aspect of child-rearing.

Taking children shopping for clothes is normally the mother's job. However, among those people who do not have children there is a feeling that both parents should be involved.

Reprimanding children is usually the responsibility of both parents. The attitudes of people who do not have children yet indicate that this pattern may become even more pronounced in the future.

DECEMBER, 1975

Percent of Canadians Which Feel . . .
Responsible for. . .

		<u>Husband</u>	<u>Wife</u>	<u>Both</u>	<u>Whole Family</u>	<u>Doesn't Apply</u>	<u>Don't Know/ Not Stated</u>
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HELPING CHILDREN
WITH HOMEWORK

Is	%	6	21	29	1	36	7
Should be	%	3	12	76	5	-	4

TAKING CHILDREN
SHOPPING FOR CLOTHES

Is	%	1	46	17	1	34	1
Should be	%	1	50	41	5	-	3

REPRIMANDING THE
CHILDREN

Is	%	4	13	49	*	33	1
Should be	%	4	6	86	1	-	3

5. Other Tasks In Canadian Households

This section examines five other tasks performed in many Canadian households. In each case there is some indication that Canadians feel both husband and wife should be involved to a greater extent than they are now. The greatest disparity between what is and what should be comes in the area of looking after the family budget. Now the budget is a joint responsibility in 45% of the households. Seventy-three percent of Canadians feel that this should be a joint responsibility.

DECEMBER, 1975

Percent of Canadians Which Feel . . .
Responsible for . . .

			<u>Husband</u>	<u>Wife</u>	<u>Both</u>	<u>Family</u>	<u>Doesn't Apply</u>	<u>Don't Know/ Not Stated</u>
<u>DECORATING A ROOM</u>								
Is	%	13	47	37	2	1	*	
Should be	%	6	25	50	18	-	1	
<u>PAINTING WOODWORK OUTSIDE THE HOME</u>								
Is	%	64	9	15	3	5	4	
Should be	%	59	2	23	14	-	2	
<u>DOING MAJOR FOOD SHOPPING</u>								
Is	%	7	63	29	1	-	*	
Should be	%	1	52	43	3	-	1	
<u>LOOKING AFTER FAMILY BUDGET</u>								
Is	%	20	34	45	*	*	1	
Should be	%	10	15	73	1	-	1	
<u>DOING THE DISHES</u>								
Is	%	2	66	18	13	*	1	
Should be	%	1	33	25	41	-	*	

F. Attitudes Toward Women In The Work Force

One of the issues of concern during International Women's Year was Canadians' attitudes toward women who work. This section examines Canadians' attitudes toward equal pay for work of equal value. It also examines attitudes toward the position that women should receive less pay since they are more likely to quit because of home circumstances or because they generally have a lesser degree of financial responsibility. Finally, it examines attitudes towards women having equal access to jobs and preference between male and female supervisors.

I. Equal Pay - Sex, Region And Income

Canadians were asked if they agreed or disagreed that work of equal value should get equal pay regardless of sex. Attitudes on this issue have not changed significantly since the beginning of The Year. Approximately 9 in 10 Canadians (87%) agree.

By sex and age the pattern which existed at the beginning of The Year persisted at the end of The Year. Women and younger people of both sexes are somewhat more likely than men and older people to accept this concept.

There is little difference in responses to this question by region or by family income level.

Percent of each group which agree that work of equal value should get equal pay regardless of sex:

			December, 1974	December, 1975	Change
TOTAL			89	87	- 2
Sex:	Male	%	85	84	- 1
	Under 35	%	87	87	+ 0
	35 and over	%	82	82	+ 0
	Female	%	93	90	- 3
	Under 35	%	97	96	- 1
	35 and over	%	90	85	- 5
Region:	British Columbia	%	82	89	+ 7
	Prairies	%	89	87	- 2
	Ontario	%	90	88	- 2
	Quebec	%	87	85	- 2
	Atlantic Provinces	%	94	89	- 5
Family Income:	Under \$10,000	%	87	85	- 2
	\$10,000 and over	%	90	87	- 3

2. Equal Pay - Education And Occupation

While the pattern is not pronounced acceptance of the concept of equality does increase with level of educational attainment.

Percent of each group which agree that work
of equal value should get equal pay regardless of sex:

		December, 1974	December, 1975	Change
TOTAL	%	89	87	- 2

<u>Education:</u>	Grades 1 - 8	%	86	77	- 9
	Grades 9 - 13	%	86	88	+ 2
	Technical School	%	92	86	- 6
	Community College	%	97	93	- 4
	University	%	95	91	- 4

Occupation of Respondent:

Professional/ Managerial	%	91	92	+ 1
Sales	%	91	86	- 5
Clerical	%	89	91	+ 2
Skilled Labour	%	81	82	+ 1
Unskilled Labour	%	88	86	- 2
Homemaker	%	89	85	- 4
Student	%	97	90	- 7
Retired	%	92	83	- 9

3. The "Risks" Of Employing Women - Sex, Region And Income

In order to gain a fuller understanding of attitudes on the issue of equal pay for work of equal value Canadians were asked whether or not they felt that women should receive less pay because they are a greater risk. A greater risk was defined as more likely to change employment or quit because of home circumstances.

When these possibilities are suggested Canadians' attitudes are less liberal than when the question was posed in a more general manner. Only 6 in 10 Canadians (61%) disagree with this attitude. In other words, almost 4 in 10 Canadians agree, at least in some circumstances, that it is justifiable to pay women less than men because they perceive them to be potentially less "stable" employees.

At the beginning of The Year women and younger people of both sexes were the groups most likely to reject such discrimination. While young women continue to be more likely than men to reject such bias there has been a significant weakening of such liberal attitudes, particularly among younger men and older women.

While all the regions, except British Columbia, reflect this decline, only in Ontario is the decline large enough to be significant.

Percent of each group which disagree that women should
receive less pay due to high risk:

			December, 1974	December, 1975	Change
TOTAL			69	64	- 5
<u>Sex:</u>	Male	%	64	61	- 3
	Under 35	%	71	60	- 11**
	35 and over	%	57	63	+ 6
	Female	%	74	67	- 7
	Under 35	%	80	75	- 5
	35 and over	%	69	60	- 9**
<u>Region:</u>	British Columbia	%	61	74	+ 13
	Prairies	%	69	65	- 4
	Ontario	%	68	58	- 10**
	Quebec	%	73	69	- 4
	Atlantic Provinces	%	70	61	- 9
<u>Family Income:</u>	Under \$10,000	%	68	64	- 4
	\$10,000 and over	%	71	65	- 6

4. The "Risks" Of Employing Women - Education And Occupation-----

People's attitudes on this issue are influenced by their educational and occupational background. Those with the least education are most likely to be conservative in their outlook. However, those Canadians with a university education became more conservative during The Year. Students and housewives exhibit a negative trend as well.

Percent of each group which disagree that women should
receive less pay due to higher risk:

			December, 1974	December, 1975	Change
TOTAL			69	64	- 5
<u>Education:</u>					
Grades 1 - 8	%		58	54	- 4
Grades 9 - 13	%		66	64	- 2
Technical School	%		85	72	- 13
Community College	%		75	69	- 6
University	%		82	70	- 12**
<u>Occupation of Respondent:</u>					
Professional/ Managerial	%		70	68	- 2
Sales	%		61	64	+ 3
Clerical	%		72	77	+ 5
Skilled Labour	%		62	57	- 5
Unskilled Labour	%		68	57	-11
Homemaker	%		73	61	-12**
Student	%		78	63	- 15**
Retired	%		57	65	+ 8

5. Financial Responsibility - Sex, Region And Income

Canadians were also asked if they felt that women should be paid less because most women have lesser financial responsibilities than men. This position was rejected by most people (82%) at both the beginning and the end of The Year. Because discrimination on this basis is rejected by most people no marked patterns occur by sex, age, region or family income level. However, younger people are somewhat more likely than older people to reject discrimination based on this rationale.

Percent of each group which disagree that women
should receive less pay due to less need:

			December, 1974	December, 1975	Change
TOTAL			82	82	+ 0
<u>Sex:</u>	Male	%	79	80	+ 1
	Under 35	%	84	83	- 1
	35 and over	%	74	78	+ 4
	Female	%	86	83	- 3
	Under 35	%	90	88	- 2
	35 and over	%	82	79	- 3
<u>Region:</u>	British Columbia	%	78	88	+ 10
	Prairies	%	86	86	+ 0
	Ontario	%	84	81	- 3
	Quebec	%	80	79	- 1
	Atlantic Provinces	%	79	81	+ 2
<u>Family Income:</u>	Under \$10,000	%	80	80	+ 0
	\$10,000 and over	%	84	82	- 2

6. Financial Responsibility - Education And Occupation

Discrimination against women in terms of pay because they have lesser financial responsibilities is most likely to be accepted among those with relatively little education, housewives, retired people and both skilled and unskilled labourers.

Percent of each group which disagree that women
should receive less pay due to less need:

			December , 1974	December , 1975	Change
TOTAL			82	82	+ 0
<u>Education:</u>					
Grades 1 - 8	%		73	68	- 5
Grades 9 - 13	%		81	81	+ 0
Technical School	%		90	85	- 5
Community College	%		87	90	+ 3
University	%		90	91	+ 1
<u>Occupation of Respondent:</u>					
Professional/ Managerial	%		87	92	+ 5
Sales	%		87	88	+ 1
Clerical	%		87	88	+ 1
Skilled Labour	%		76	78	+ 2
Unskilled Labour	%		83	76	- 7
Homemaker	%		80	75	- 5
Student	%		89	85	- 4
Retired	%		74	76	+ 2

7. Job Opportunity - Sex, Region And Income

In order to evaluate Canadians' attitudes toward the concept of equality of opportunity in employment the following question was asked:

"Leaving physical considerations aside, do you feel women should have as equal a chance as men in all kinds of jobs and positions? Or should men be given preference or should women be given preference?"

While most people feel that job opportunity should not be affected by sex, a substantial minority (19%) feel that men should be given a preference.

This attitude is more widely held among men than among women. Further, it is more widely accepted by older people than by younger people. Among people 35 years of age and over, 3 in 10 men (30%) and 2 in 10 women (21%) support such a bias.

Regionally there is relatively little variation in attitude on this issue.

During The Year there has been a significant increase in support for such discrimination among those Canadians living in households where the family income is under \$10,000 a year. Nearly one quarter of this group (23%) now support such discrimination.

Percent of each group which feel that men should
be given preference for jobs:

			December, 1974	December, 1975	Change
TOTAL			17	19	+ 2
<u>Sex:</u>	Male	%	21	(24)	+ 3
	Under 35	%	17	19	+ 2
	35 and over	%	24	(30)	+ 6
	Female	%	13	14	+ 1
	Under 35	%	8	7	- 1
	35 and over	%	17	(21)	+ 4
<u>Region:</u>	British Columbia	%	11	14	+ 3
	Prairies	%	17	18	+ 1
	Ontario	%	17	20	+ 3
	Quebec	%	19	21	+ 2
	Atlantic Provinces	%	18	18	+ 0
<u>Family Income:</u>	Under \$10,000	%	15	(23)	+ 8 **
	\$10,000 and over	%	17	18	+ 1

8. Job Opportunity

When it is remembered that during The Year support for job discrimination on the basis of sex increased among those in the lower income groups, it is not surprising to find that Canadians who have public school education or less have also become more conservative. One-third of this group now supports discrimination on the basis of a person's sex.

Percent of each group which feel that men should
be given preference for job opportunities:

			December, 1974	December, 1975	Change
TOTAL			17	19	+ 2
<u>Education:</u>	Grades 1 - 8	%	19	(33)	+ 14**
	Grades 9 - 13	%	19	19	+ 0
	Technical School	%	18	23	+ 5
	Community College	%	12	8	- 4
	University	%	10	9	- 1
<u>Occupation of Respondent:</u>					
	Professional/ Managerial	%	14	18	+ 4
	Sales	%	28	24	- 4
	Clerical	%	10	14	+ 4
	Skilled Labour	%	22	26	+ 4
	Unskilled Labour	%	16	18	+ 2
	Homemaker	%	21	21	+ 0
	Student	%	4	11	+ 7
	Retired	%	26	29	+ 3

9. Reasons For Feeling That Men Should Be Given Preference

In the first wave of this study, those Canadians who felt that men should be given preference for jobs were asked to explain why they felt this way. The most frequently stated reason was that men have the financial responsibility for supporting a family.

10. Supervisory Preference

In order to determine the degree of prejudice toward women in supervisory positions, Canadians were asked whether they would prefer to work for a male or female boss or whether it would make no difference to them as long as the boss was competent. While the majority say that it would make no difference, a sizeable minority (28%) express a preference for a man. This proportion has not changed significantly during The Year.

<u>Prefer</u>	Percent of Canadians		
	December, 1974	December, 1975	Change
	%	%	
A female boss	4	4	+ 0
A male boss	29	28	- 1
No difference	66	68	+ 2
Not stated	1	*	- 1

II. Supervisory Preference - Sex, Region And City Size

Men are more likely than women to prefer a man as a supervisor. Further, among both sexes this bias is more pronounced among older than younger people. It reaches its highest level (40%) among men 35 years of age and older.

There are no significant differences on this question by region or city size.

Percent of each group which
prefer Male Boss: _____

			December, 1974	December, 1975	Change
TOTAL			29	28	- 1
<u>Sex:</u>	Male	%	36	(31)	- 5
	Under 35	%	29	24	- 5
	35 and over	%	43	(40)	- 3
	Female	%	22	24	+ 2
	Under 35	%	19	18	- 1
	35 and over	%	25	(29)	+ 4
<u>Region:</u>	British Columbia	%	26	31	+ 5
	Prairies	%	25	26	+ 1
	Ontario	%	34	26	- 8
	Quebec	%	27	29	+ 2
	Atlantic Provinces	%	19	29	+ 10
<u>City Size:</u>	Over 1000m	%	30	28	- 2
	1000m - 100m	%	26	26	+ 0
	100m - 30m	%	38	34	- 4
	30m - 10m	%	34	21	- 13

12. Supervisory Preference - Education And Occupation

While the majority of all educational and occupational groups claim that it would make no difference to them whether they had a male or a female supervisor, there is a tendency for this pattern to be somewhat less pronounced among those with professional or managerial jobs or who are skilled or unskilled labourers.

The only significant shift in attitudes occurred among the group who were most prejudiced at the beginning of The Year - skilled labourers. The proportion of this group which favours a male boss has declined during The Year.

Percent of each group which
prefer Male Boss:

			December, 1974	December, 1975	Change
TOTAL			29	28	- 1
Education:					
Grades 1 - 8	%		27	27	+ 0
Grades 9 - 13	%		32	29	- 3
Technical School	%		34	33	- 1
Community College	%		28	17	- 11
University	%		23	25	+ 2
Occupation of Respondent:					
Professional/ Managerial	%		32	31	- 1
Sales	%		25	19	- 6
Clerical	%		34	24	- 10
Skilled Labour	%		42	32	- 10**
Unskilled Labour	%		32	33	+ 1
Homemaker	%		24	28	+ 4
Student	%		16	22	+ 6
Retired	%		31	28	- 3

G. Sexual Chauvinism:

A. Attitudes At The End Of International Women's Year -
December, 1975

I. Overall Evaluation:

In order to provide an assessment of the extent to which Canadians, in fact, believe that men and women have equal abilities, they were asked to rate men and women on their potential ability to handle a number of jobs or tasks. If they felt that the average man and the average woman could be equally good at the task, they selected the mid-point on a seven-point scale. If they felt one of the sexes was potentially better at the task or job, they selected a position on the scale that so indicated. In tabulating the data, weights from one to seven were assigned. One indicates that they felt that the average woman is potentially much better at the task than the average man. Seven indicates that the average man is felt to be potentially much better at the task than the average woman. Four indicates that men and women are felt to have equal potential. Of course, any position between one and seven could be selected, thus permitting the respondent to indicate if he feels that one sex has greater potential than another at a task or job, how much greater he feels this potential is.

The statements were as follows:

- Can be good doctors
- Can be good cooks
- Can be good mechanics
- Can be good scientists
- Can be good judges of character
- Can be good managers or supervisors
- Can be good counsellors, advisors
- Can be good educators, teachers
- Can be good nurses
- Can be good at managing money
- Can be good administrators
- Can be good drivers
- Can be good decision makers
- Can be good entertainers
- Can be good politicians

Each person was asked to give his/her own opinion. In addition, in half of the instances each sex was asked to state how they felt other members of their own sex would feel about the statements and in half the instances how they felt members of the opposite sex would feel. Thus, the study provides data on how women feel, how women think other women feel, how women think men feel, how men feel, how men think other men feel and how men think women feel.

This analysis will first examine the attitudes of Canadians at the end of International Women's Year. Then it will examine changes in attitudes which occurred during The Year.

In order to place the analysis of Canadians' attitudes toward men's and women's ability to perform specific tasks in perspective, it is useful to look at a summary measure of sexual chauvinism. The figures below are an average of the average ratings for all the jobs and tasks measured.

When these overall measures are examined it becomes apparent that Canadians tend to see other people as chauvinistic, but do not think that they are chauvinistic. The average rating on all the jobs and tasks assigned by men and women are both very similar (4.2 versus 4.0) and very close to the rating (4.0) that indicates that men and women have equal capabilities.

Both men and women perceive men in general to be more chauvinistic than they really are.

	<u>Average Rating</u> <u>December,</u> <u>1975</u>
How men feel	4.2
How men think <u>other</u> men feel	4.5
How women think men feel	4.7

As measured by these ratings men understand how women perceive themselves. Further, women understand how other women feel.

	<u>Average Rating</u> December, 1975
How women feel	4.0
How men think women feel	4.0
How women think <u>other</u> women feel	4.1

When it is remembered that an average rating of 4.0 would indicate that men and women are equally capable, on the average, of performing all of these jobs and tasks, the evidence suggests that there is very little sexual chauvinism either perceived or real in terms of Canadians' assessment of the potential capabilities of men and women.

	<u>Average Rating</u> December, 1975
How women feel	4.0
How men think women feel	4.0
How women think <u>other</u> women feel	4.1
How men feel	4.2
How men think <u>other</u> men feel	4.5
How women think men feel	4.7

2. Specific Jobs and Tasks

While overall, there is little indication of sexual chauvinism, there are specific jobs or tasks at which one of the sexes is believed to have better potential capabilities. Men are felt to be potentially better mechanics than women. Both men and women agree on this, although the men feel it more strongly than do the women. At the other extreme, both sexes agree that women are potentially better nurses than men.

Men believe that they are better drivers than women. The women know that men believe this and the men know that women do not agree with them.

Both men and women believe that men make better politicians than women. However, men feel much less strongly about this than women believe they do.

Thus, while there are a few professions for which men or women are felt to be particularly adept, overall there is relatively little sexual chauvinism. Sexual chauvinism is an attitude which is more believed to exist than exists in fact.

	Women			Men			
	How Women Feel	How Women Think Other Women Feel	How Women Think Men Feel	How Men Feel	How Men Think Other Men Feel	How Men Think Women Feel	
Mechanics	5.5	5.7	6.2	5.7	6.1	5.5	
Politicians	4.7	4.9	5.7	4.9	5.5	4.7	
Scientists	4.4	4.6	5.2	4.3	4.8	4.4	
Managers	4.2	4.3	5.2	4.5	4.9	4.3	
Administrators	4.3	4.5	5.1	4.6	5.0	4.5	
Doctors	4.3	4.6	5.1	4.3	5.0	4.3	
Drivers	4.0	4.2	5.5	4.8	5.4	4.4	
Decision Makers	3.9	4.1	4.8	4.2	4.7	4.0	
Educators	3.7	3.8	4.3	3.8	3.9	3.7	
Cooks	3.7	3.5	4.0	3.5	3.7	3.2	
Advisors	3.7	4.0	4.5	3.9	4.2	3.9	
Entertainers	3.7	3.7	3.9	3.6	3.7	3.6	
Managers of Money	3.5	3.8	4.5	3.8	4.3	3.7	
Judges of Character	3.5	3.8	4.5	3.8	4.1	3.8	
Nurses	2.7	3.5	2.6	2.6	2.6	2.5	
Average	4.0	4.1	4.7	4.2	4.5	4.0	

3. Characteristic Stereotypes:

In the preceding two sections Canadians' attitudes toward the potential capability of men and women to perform a number of jobs and tasks were examined. Using the rating scale previously described six additional elements were measured.

Elements:

- Tend to be emotional
- Tend to be practical
- Tend to be trustworthy
- Tend to be aggressive
- Tend to be steady workers
- Tend to be physically fit

There is agreement among men and women that women tend to be more emotional than men. The focus group interviews revealed that women believe that women are more emotional than men because of social conditioning rather than because of any innate differences. Women do not look upon this difference as a fault. Rather, they feel that men have been trained not to show emotion. While women feel that men would be healthier if they could express their emotions more freely, they admit that they feel uncomfortable if faced with a display of emotion (e.g. crying) by a man.

Both men and women see men as being more aggressive.

On the other three dimensions measured men and women tend to see both sexes as equally competent.

	Women			Men		
	How Women Think Other Women Feel	How Women Think Men Feel	How Women Think Men Feel	How Men Think Other Men Feel	How Men Think Men Feel	How Men Think Women Feel
Emotional	2.5	2.6	2.3	2.5	2.5	2.9
Practical	3.4	3.5	4.4	3.8	4.2	3.7
Trustworthy	3.8	3.9	4.3	3.9	4.1	3.8
Aggressive	4.5	4.6	4.7	4.6	4.9	4.7
Steady Workers	4.2	4.2	4.9	4.3	4.5	4.3
Physically Fit	4.1	4.1	4.9	4.1	4.4	4.2

B. Attitudes In December,1974 And December,1975

The table which follows this section shows how men felt and how women felt in December,1974 and in December,1975. There has been no significant change, on average, in any of the attitudes shown here. An examination of how each sex felt the opposite sex and others of their own sex would feel yielded a similar lack of change in attitudes, on average.

However, as will be seen in the sections of the report which follow, the apparent stability of Canadians' attitude, as reflected in the averages, conceals significant changes. The attitudes of some segments of the population toward women have improved while those of others have deteriorated.

<u>Statements</u>	<u>How Men Feel</u>		<u>How Women Feel</u>	
	<u>December, 1974</u>	<u>December, 1975</u>	<u>December, 1974</u>	<u>December, 1975</u>
Mechanics	5.8	5.7	5.3	5.5
Politicians	4.8	4.9	4.5	4.7
Scientists	4.2	4.3	4.1	4.4
Managers	4.4	4.5	4.0	4.2
Administrators	4.4	4.6	4.0	4.3
Doctors	4.3	4.3	3.9	4.3
Drivers	4.7	4.8	3.8	4.0
Decision Makers	4.2	4.2	3.7	3.9
Educators	3.7	3.8	3.6	3.7
Cooks	3.4	3.5	3.4	3.7
Advisors	3.9	3.9	3.5	3.7
Entertainers	3.4	3.6	3.4	3.7
Managers of Money	3.8	3.8	3.3	3.5
Judges of Character	3.8	3.8	3.3	3.5
Nurses	2.4	2.6	2.6	2.7
Emotional	2.5	2.5	2.5	2.5
Practical	3.8	3.8	3.2	3.4
Trustworthy	3.7	3.9	3.6	3.8
Aggressive	4.4	4.6	4.1	4.5
Steady Workers	4.2	4.3	4.1	4.2
Physically Fit	4.1	4.1	3.9	4.1

III PANEL

The preceding section of this report examined data obtained in two random waves of personal interviewing. In these two random waves different people were interviewed in December, 1974 and December, 1975. This section looks at the additional data provided by panel interviews. Approximately half of the people interviewed in December, 1974 were interviewed again in December, 1975.

People who have previously been interviewed on a topic may have different attitudes than those who have never been interviewed. Their attitudes may be different because the first interview may provoke them to think about the topic and because it may make them particularly attentive to additional information about the topic under discussion. Thus, the absolute level of their awareness of and attitudes toward the issues raised by International Women's Year cannot be taken to represent those of Canadians in general. (The purpose of the random waves was to measure such absolute changes.)

However, a panel can provide valuable information on relative shifts in attitudes because it permits changes in an individual's attitudes to be traced.

1. Net Shift To The Neutral Position

An objective of International Women's Year was for men and women to be perceived as having equal potential to perform various jobs and tasks and as having the same potential emotional make-up. In order to measure Canadians' attitudes toward this issue the respondents were asked to evaluate men and women in terms of their potential on twenty-one items.

On each of these items people were asked to select on a seven-point scale the position which represented their attitude. If they felt that men and women were potentially equally capable of performing each task or having the same emotional make-up they selected the middle or equal position, which is represented in this analysis by a "4". If they felt that men were potentially more capable they selected "5", "6" or "7" as representing their attitude. The higher the number selected the more they felt that men were more capable than women of performing each task. If they felt that women had the greater potential than men then they selected "1", "2" or "3" as representing their position*. The more they felt that women had greater potential than men the lower the number assigned.

* Note: Numbers were not used on the scale. They were assigned after the interview for analytical purposes.

One measure of International Women's Year's success in achieving its objective of having Canadians feel that men and women have equal potential capabilities would be represented by an increase between Wave One and Wave Two of the interviewing in the proportion of Canadians selecting the "4" position on each of the scales. This section examines such shifts in attitude among the panel of Canadians who were interviewed before International Women's Year advertising began and again near the end of 1975.

In the table which follows, the first column shows the average rating (out of 7) recorded on each item in December, 1974. The second column shows the proportion of respondents who in December, 1974 felt that men and women had equal potential on the item. Column three shows the same statistic for December, 1975. The final column shows the shift in opinion between these two dates.

It was noted in the comparison of random waves that opinions on these items appeared to have shifted little. Analysis of the panel data indicates that there was some shift in opinions between the two waves. Shifts (which are statistically significant at the 90% level of confidence) occur on five items, educators/teachers, entertainers, cooks, nurses and mechanics. On four of these five items there is an increase in the proportion who consider that men and women have equal potential.

The only negative shift is on Educators/teachers - a profession in which women are generally felt to have more potential than men. A positive shift occurs in the two professions which had the most extreme ratings on the first wave of the study. Women were felt to be potentially most competent as nurses and men as mechanics.

Thus, it would appear that during International Women's Year there has been some increase in the feeling that men and women have equal potential.

ITEM	December, 1974 Average Rating	Percent of Canadians Who Say That Men And Women Have Equal Potential On The Item		
		December, 1974	December, 1975	Shift
Educators/teachers	3.6	70	64	- 6
Scientists	4.2	68	70	+ 2
Doctors	4.1	67	66	- 1
Counsellors/Advisors	3.7	64	61	- 3
Trustworthy	3.7	64	67	+ 3
Decision Makers	4.0	61	61	+ 0
Entertainers	3.4	57	66	+ 9
Managers/Super - visors	4.2	57	56	- 1
Administrators	4.2	54	57	+ 3
Steady Workers	4.1	54	53	- 1
Judges of Character	3.6	53	56	+ 3
Drivers	4.3	50	51	+ 1
Physically Fit	4.0	50	52	+ 2
Managers of Money	3.5	49	53	+ 4
Cooks	3.4	46	52	+ 6
Politicians	4.6	43	42	- 1
Practical	3.5	41	38	- 3
Aggressive	4.3	40	38	- 2
Nurses	2.5	27	33	+ 6
Mechanics	5.5	18	23	+ 5
Emotional	2.5	16	18	+ 2

2. Deeply Rooted Masculine Items

In the preceding section several items were identified on which the panel exhibited a significant tendency to shift toward the equal position. The shifts to the equal position could result from shifts from either the masculine or the feminine side of the scale or both.

Several other items were identified which exhibited a different tendency. These items were ones which demonstrated what might be described as inertia. Shifts away from the masculine position on these items were disproportionately lower than what might have been expected. This stability or lack of shift exhibited by people who initially rated the task as more masculine suggests that these opinions are among the more deeply rooted and least subject to change of those measured.

Columns one and two of the table following report the percentage of respondents who initially selected on the scale the feminine (1, 2, 3) and neutral positions respectively. Column three reports the percent shift from a masculine position to a feminine or neutral position in Wave Two. By observation alone it is apparent that for almost every item the proportion in column three is positively correlated to the sum of the numbers in columns one and two. (That is to say, when column 3 is large column one plus column two is large. Conversely when column three is small column one plus two is small.)

Column four reports the expected proportion of shifts to the feminine/neutral positions for each item (i.e. the predicted or expected value). The entries in column four were calculated by quantifying (using a covariance analysis) the correlational relationship previously noted between column three and column one plus two*. Column five reports the difference between columns three and four. A negative entry indicates less actual shift than was to be expected and a positive entry indicates more shift from the masculine position than was to be expected. Those entries with the largest negative values in column five are the items which exhibit the greatest inertia. That is they demonstrated less shift from the masculine position than would have been expected.

The attitudes which, based upon this analysis, will be most difficult to remove from the realm of masculine association are:

- Women can not be good decision makers
- Women can not be good doctors
- Women tend not to be practical
- Women can not be good drivers

* See Appendix for a description of the Regression Analysis.

<u>ITEM:</u>	<u>Feminine</u>	<u>Neutral</u>	<u>Masculine/ Feminine To Neutral</u>	<u>From Masculine/ Feminine To Neutral</u>	<u>Residual</u>
Can Be Good..					
Doctors	12	67	54	67	-13
Cooks	40	46	76	72	4
Mechanics	6	18	18	4	14
Scientists	10	68	57	65	- 8
Judges of Character	36	53	86	76	10
Managers/ Supervisors	13	57	57	56	1
Counsellors/ Advisors	24	64	70	77	- 7
Educators/ Teachers	23	70	74	82	- 7
Nurses	73	27	100	86	14
At Managing Money	37	49	64	73	- 9
Administrators	11	54	47	52	- 5
Drivers	17	50	42	52	-10
Decision Makers	20	61	52	69	-17
Entertainers	34	57	90	80	10
Politicians	11	43	35	38	- 3
Tend To Be...					
Emotional	80	17	76	82	- 6
Practical	44	41	60	71	-11
Trustworthy	26	64	73	79	- 6
Aggressive	21	40	41	45	- 4
Steady Workers	17	54	54	58	- 4
Physically Fit	25	50	56	62	- 6

3. The Relationship Between Overall Conviction And Attitudes

On the second wave of interviewing (December, 1975) Canadians were asked whether, compared to a year ago, they were now much more convinced that women should be given the same opportunity as men, a little more convinced, felt about the same, were a little less convinced or were much less convinced. While this question is of value in itself, a major reason for including it was to permit an analysis of the relationship between a respondent's level of conviction and changes in opinion between the two waves of interviewing on the attitude questions.

In Wave Two many questions identical to those used in Wave One were asked. This permitted the computation of a post-minus-pre shift difference for each panel respondent on each of the selected items. A regression analysis was performed to discover attitudinal dimensions which were determinants of the level of conviction; that is, to identify items for which a response change correlates to a higher level of conviction. In general this analysis confirms the conclusions presented in Section II. While some Canadians shifted their attitudes about women's role on some items, considering all of the items measured, no clear-cut pattern of attitude shifts developed during the year. Therefore, it was not possible to account with a high

degree of precision for the expressed level of change in conviction compared to a year ago. (It is also likely that the conviction question to some extent measured how positive people felt toward women rather than an actual shift in conviction per se).

The regression analysis did, however, identify several key attitudinal items in which a change correlated with a change in the level of conviction.

The table following reports items identified as correlates of increased level of conviction. For example, the item emotional has a .12 correlation with the conviction rating. This means that compared to a year ago the less a respondent thinks women overly emotional the greater in general will be the increase in his or her level of conviction about equality between the sexes.

Thus, this analysis indicates that people who were more convinced now than a year ago that women should be given the same opportunity as men;

1. consider women to be less emotional than a year ago.
2. feel that women should have greater responsibility for buying major appliances.

3. feel that men should share the responsibility for taking children shopping.
4. are less critical of women as not being steady workers.
5. are less likely to feel that women are aggressive.

Correlates Of Change In Level Of Conviction
Among Those Canadians Who Recall Advertising
For International Women's Year

<u>Selected Item</u>	<u>Correlation To Convinced Rating</u>
Emotional	.12
Buying major appliances	.09
Taking children shopping	.10
Steady workers	.06
Aggressive	.06

IV SEGMENTS

Introduction

Section one looked at advertising and conviction at the end of The Year. Section two examined shifts in knowledge and attitudes among Canadians between the start and the end of The Year. Section three examined the additional insights provided by the panel of Canadians who were re-interviewed at the end of The Year. This section examines the data in a fourth way.

First, it examines the extent to which answers to questions can be grouped to reveal generalizations in the way Canadians perceive women's roles. This is called Factor Analysis. Second, it groups people according to the similarities that they exhibit in their total attitudinal response pattern. Such "people-grouping" is called segmentation or cluster analysis.

1. Factor Analysis

As previously discussed, factor analysis is a means of grouping questions in terms of the strength of association between questions. The factors which result from the analysis are interpretable as related occupations/tasks/personality characteristics which underlie Canadians' attitudes toward masculine/feminine roles. Not unexpectedly, men and women looked at issues differently so their responses are presented separately. The analysis which follows is based upon a factor analysis carried out upon forty response items* in the study.

Beside each response dimension (or variable) that goes to make up a factor a number appears. This number is the factor loading. The factor loading of a variable is a measure of the strength with which the variable fits into the factor. (The loading is, in fact, the correlation between the variable and the factor.) Variables were assigned to factors only if their loadings were greater than or equal to .30. The higher the loading the greater is the correlation between the variable and the factor.

- * The forty items can be found in the copy of the questionnaire appended to this report. It includes questions 2a, 2c, 3a, 4a, 4c, 5a, 6, 8c and 8d.

Role Factors Among Women

Factor 1: Effectiveness at skilled vocations.

Women can be good....	<u>Factor Loading</u>
... doctors	.71
... scientists	.68
... administrators	.63
... drivers	.57
... mechanics	.73
... politicians	.73

The inference is that a Canadian woman associates these roles as equally appropriate for women. The appropriateness rating for one such item is predictive or correlated with each of the others.

Factor 2: Effectiveness at management

Women can be good....	
... at managing money	.64
... decision makers	.56
... managers or supervisors	.31
... counsellors, advisors	.45
... educators, teachers	.45
... nurses	.54
... judges of character	.49
... entertainers	.57

Women tend to be....	
... practical	.63
... trustworthy	.60
... emotional	.50

Factor 3: Responsibility for shopping

Women should be responsible for ...	
... doing the major food shopping	.71
... taking the children shopping for clothes	.66

Factor 4: Worthiness of equal pay

Women should ...	
... receive equal pay for equal work	.77
... not receive less pay because they are considered to have less responsibility	.76
... not receive less pay because they are considered to be a greater employment risk	.72
... be given an equal chance in all jobs and positions	.54

Factor 5: Buying major household fixtures

Women should be responsible for ...	
... buying furniture	.82
... buying major appliances	.80

Factor 6: Traditional female household tasks

Women should be responsible for ...	
... decorating a room	.69
... doing the dishes	.66
... not buying liquor or beer	.38

Factor 7: Personal fitness

Women ...

... tend to be physically fit	.55
... tend to be steady workers	.39
... do not tend to be emotional	.36

Factor 8: Deciding about dinner

Women should be responsible for ...

... deciding what to eat for dinner on week-days	.81
... deciding what to eat for dinner on week-ends	.77

Factor 9: Sensitive household tasks

Women should be responsible for...

... helping children with homework	.63
... reprimanding the children	.62
... looking after the family budget	.33

Most women feel that these responsibilities should be shared. But those feeling otherwise about any one of these items are consistent across all three.

The foregoing summary indicates that the forty items comprising our basic investigation can be grouped into nine attitudinal factors which underly Canadian women's attitudes toward their roles.

The interactive patterns among attitudes towards women's roles exhibited by men were examined via separate factor analysis. Although most of the factors underlying men's attitudes are quite comparable to those that exist among women, there are several important variations. These entirely new factors are asterisked in the summary below.

Role Factors Among Men

Factor 1: Effectiveness at skilled vocations.

Women can be good....

... doctors	.72
... scientists	.70
... managers or supervisors	.66
... drivers	.58
... politicians	.55
... administrators	.54
... mechanics	.51

Women tend to be physically fit .51

Factor 2: Traditional female vocations.

Women can be good....

... nurses	.70
... cooks	.52
... entertainers	.37

Women tend to be emotional .53

Factor 3: Deciding what to eat for dinner

Women should be responsible for ...

... deciding what to eat for dinner on week-days .85

... deciding what to eat for dinner on week-ends .83

Factor 4: Worthiness of equal pay

Women should ...

... receive equal pay for equal work .72

... not receive less pay because they are con-
sidered to have less financial responsibility .74

... not receive less pay because they are con-
sidered a greater employment risk .70

... be given an equal chance in all jobs and
positions .55

Factor 5: Practical home management*

Women can be good at managing money .64

Women tend to be practical .59

Women should be responsible for ...

... looking after the family budget .54

... helping children with homework .45

Factor 6: Buying major household fixtures

Women should be responsible for ...

... buying furniture .77

... buying major appliances .84

Factor 7: Female dominance *

Women should be responsible for...	
... buying liquor or beer	.55
... deciding where to go on a week- end trip or vacation	.44
Preference for sex of boss	.54
Can be good entertainers	.43

Factor 8: Traditional female household tasks

Women should be responsible for...	
... decorating a room	.74
... doing the dishes	.52
... taking the children shopping for clothes	.43

Factor 9: Sensitive household tasks

Women should be responsible for...	
... looking after the family budget	.33
... reprimanding the children	.62
... taking the children shopping for clothes	.42

Implications Of The Factor Analysis

Factor analysis is simply a method of reducing data to a manageable form by examining interactions and redundancies, but the pattern of associations (factors) exposed does reveal much about public opinion in Canada. For example, it seems consistent that women who feel that women make better nurses than men also tend to feel that they make better cooks and entertainers and also see women as more emotional than men. However, some of the patterns revealed by the factor analysis are not so easily anticipated.

Men perceive responsibility for helping the children as part of general household management whereas women tend to feel that caring for the children should be more a shared responsibility. (Men Factor 5, Women Factor 9)

Men perceive a potentially threatening imposition upon some traditional male roles. (Men Factor 7)

Women perceive a factor of physical fitness and stamina that is characteristic of women while men do not. (Women, Factor 7).

Most revealing of all, women perceive a factor that was described as "effectiveness at management" (Women, Factor 2) that men do not recognize. This factor includes such elements as managing money, decision-making, being a manager, being a counsellor, judging character and being practical and trustworthy. It seems that women evaluate themselves in terms of general management effectiveness whereas men tend to evaluate women in terms of their ability to manage the household and the children.

2. Description Of The Segments

This section examines the "people groupings" or segments uncovered through the use of correlation analysis. It describes Canadians whose attitudes are different based upon the 40 question items mentioned in the preceding section.*

Six segments were uncovered:

Segment One: Female Chauvinist Attitude

Segment Two: Equality Attitude

Segment Three: Feminist Traditional Attitude

Segment Four: Traditional Female Attitude

Segment Five: Traditional Male Attitude

Segment Six: Male Chauvinist Attitude

* For a further description of the analytical techniques used see the Appendix.

The segments are described first of all in terms of their attitudes and the proportion of men and women in them. A later section presents the demographic characteristics of the segments.

In the context of the objectives of International Women's Year, people whose attitudes cause them to be classified as members of the Equality Attitude segment can be considered to hold the desired attitudes. Viewed from this perspective it is as undesirable for persons to hold Female Chauvinist attitudes as to hold Male Chauvinist attitudes.

Segment One: Female Chauvinist Attitude

We need not list descriptors of this cluster. Suffice it to say that they favour women on virtually all the scales - from being better doctors and scientists to being more trustworthy and steadier workers.

This segment consists of 78% women and 22% men and projects to 6% of the population.

Members of this segment relegate only ...

- ... painting the woodwork outside the house, and

- ... buying liquor and beer

to the realm of male-oriented tasks. They are, some of them, home-makers, but like Segment two, members of Segment one are equality oriented as regards household responsibilities.

Segment Two: Equality Attitude

Principal Areas of Identifications

Women can be good ...

- ... mechanics

- ... scientists

- ... drivers

- ... at managing money

- ... politicians

- ... administrators

Segment Two: Equality Attitude (continued)

Women tend to be trustworthy.

Women should be responsible for ...

... buying liquor and beer

... painting woodwork outside the house

Women should receive equal pay ...

... for equal work

... regardless of other factors.

This group consists of 57% women, 43% men and accounts for a projected 18% of the target population. They tend to respond "4" on most scales (equality of roles) regardless of the social stigmas surrounding roles. As a result, relative to other segments, they have a lesser association of women as better nurses and cooks than do men. They do not feel that women only should be responsible for deciding what to eat for dinner, doing the dishes, shopping or taking care of the children. They present a liberated image of women's roles, but members of this segment are not female chauvinists like segment one.

Segment Three: Feminist/Traditional Attitude

Principal Areas of Identification

Women can be good ...

... managers or supervisors

... nurses

Segment Three: Feminist/Traditional Attitude (continued)

Principal Areas of Identification (continued)

... at managing money

... drivers

Women tend to be ...

... practical

... aggressive

... steady workers

... physically fit

Women should be responsible for ...

... looking after the family

... doing the major food shopping

This group consists of 55% women and 45% men. It accounts for a projected 7% of the population. In a sense, this group is a spin-off from segment four - Traditional Female Attitude. The two segments, three and four, share many basic attitudes regarding women's roles, but there are also several unique attitudinal patterns they exhibit which prompt their separate consideration. Both segments exhibit a female household orientation (i.e., looking after the family, doing the major food shopping), but members of segment three are less "down on" women in the professions and more "up on" women as strong individuals. Segment three also exhibits considerably more agreement with the equal pay and opportunity issues.

Segment Four: Traditional Female Attitude

Principal Areas Of Identification

Women can be good ...

- ... managers or supervisors
- ... administrators
- ... mechanics (around the house?)

Women should be responsible for ...

- ... deciding what to eat for dinner
- ... doing the major food shopping
- ... taking the children shopping for clothes

This group consists of 51% women, 49% men and comprises a projected 28% of the Canadian population. Members of this attitudinal segment are not assertive about women's capabilities in the professions, and although they are right around "4" on the scales (equally appropriate for men and women), they are less feminist than the groups previously described. They exhibit this same response pattern regarding women as nurses and cooks, though their ratings are on the "appropriate for women" side of the scale.

Segment Five: Traditional Male Attitude

Principal Areas of Identification

Women can be good ...

- ... counsellors
- ... nurses

Segment Five: Traditional Male Attitude (continued)

Women tend to be emotional

Women should be responsible for ...

- ... doing the dishes

- ... doing the major food shopping

This group consists of 49% men and 51% women and accounts for a projected 26% of the population. They are as much characterized by their masculine role associations as their associations regarding women's abilities. They see women as having limited abilities and limited roles.

Principal Masculine Identifications

Women cannot be good ...

- ... drivers

- ... politicians

- ... mechanics

Segment Six: Male Chauvinist Attitude

Principal Areas of Identification

Women cannot be good ...

- ... doctors

- ... mechanics

- ... scientists

- ... judges of character

- ... managers or supervisors

- ... administrators

- ... drivers

Segment Six: Male Chauvinist Attitude (continued)

Principal Areas of Identification

... decision makers

... entertainers

Women do not tend to be ...

... practical

... trustworthy

... aggressive

... steady workers

... physically fit

Women should be responsible for ...

... deciding what to eat for dinner

... doing the dishes

Women should not receive equal pay for equal work

Women should not receive equal pay because they have less
financial responsibility and are a greater employment risk

Women are not entitled to an equal chance in all jobs

This group consists of 28% women and 72% men and accounts
for 15% of the Canadian population. The only area of equality
between the sexes which emerges from this group is respon-
sibility for deciding where to go on a week-end trip or
vacation.

This group is by far the most assertive about male dominance
in the job market, with a large proportion of them consistently
disagreeing strongly with the equal pay/opportunity issues.

3. The Demography Of The Segments

This section describes the demographic characteristics of the six segments.

a) Sex, Age And Marital Status

The reader is reminded that in determining to which segment a person would be assigned, only their attitudes were considered and not their sex, age or any other demographic factor. Not surprisingly, the majority of those people who hold female chauvinist attitudes are women, while those who hold male chauvinist attitudes predominantly are male.

In terms of age, three of the segments differ from the distribution of Canadians as a whole. The female chauvinist segment tends to be middle-aged - 60% of them are 40 years of age or older. In contrast, the equality segment tends to be younger than average. The segment with the oldest average age is the feminist/traditional attitude segment.

Of all the segments, the equality attitude segment contains the highest percentage of single people. Separated or divorced Canadians comprise a disproportionately large percentage of the female chauvinist and feminist/traditional attitude segments.

SEGMENTS

	TOTAL (1112) %	Female Chauvinist Attitude (60)	Equality Attitude (183)	Feminist/ Traditional Attitude (74)	Traditional Female Attitude (306)	Traditional Male Attitude (307)	Male Chauvinist Attitude (182)
<u>Sex</u>							
Male	50	22	43	45	49	49	(72)
Female	50	(78)	57	55	51	51	28
<u>Age</u>							
15 - 24	25	12	(38)	20	24	24	22
25 - 39	32	28	37	28	37	27	32
40 - 49	20	(41)	12	13	18	25	20
50 and over	22	19	11	(39)	20	23	26
Refused	1	-	2	-	1	1	*
<u>Marital Status</u>							
Married	64	64	55	64	68	64	67
Single	28	21	(39)	21	26	28	24
Widowed	4	3	3	3	3	5	4
Separated	3	(9)	1	(9)	1	3	3
Divorced	1	(3)	2	(3)	2	*	2

b) Region, Language And City Size

English-speaking people are more likely than French-speaking people to hold female chauvinist or equality attitudes. In contrast, French-speaking people are disproportionately represented in the male chauvinist attitude segment.

Attitudes are more polarized in the largest cities. People who live in these cities are particularly likely to be members of segments one, two, five and six.

SEGMENTS

	TOTAL (1112) %	Female Chauvinist Attitude (60) %	Equality Attitude (183) %	Feminist/ Traditional Attitude (74) %	Traditional Female Attitude (306) %	Traditional Male Attitude (307) %	Male Chauvinist Attitude (182) %
<u>Region</u>							
British Columbia	10	11	14	9	9	9	7
Prairies	14	11	18	13	14	15	12
Ontario	42	44	47	50	41	39	43
Quebec	28	17	17	22	31	32	34
Atlantic Provinces	6	17	4	6	5	5	4
<u>Language</u>							
English	61	74	73	57	61	58	50
French	27	21	18	22	29	27	34
Other	12	5	9	21	10	15	16
<u>City Size</u>							
10M -- 100M	13	15	11	14	17	9	11
100M -- 500M	32	27	23	39	40	31	29
500M or more	55	58	66	47	43	60	60

c) Education and Income

Belief in equality for women is positively affected by educational attainment. Over half of the members of the equality attitude segment have university or community college education.

While persons holding the female chauvinist attitude are to be found in all income groups, they are disproportionately likely to have total family incomes of less than \$7,000 a year, and in fact 65% have a total family income of less than \$15,000 a year.

SEGMENTS

	TOTAL (1112) %	Female Chauvinist Attitude (60) %	Equality Attitude (183) %	Feminist/ Traditional Attitude (74) %	Traditional Female Attitude (306) %	Traditional Male Attitude (307) %	Male Chauvinist Attitude (182) %
Education							
Public school	16	18	5	29	17	18	19
Secondary or high school	52	58	37	48	51	59	60
Technical school	5	5	5	8	5	5	4
Community college	6	8	11	1	4	5	5
University	20	9	41	14	22	13	12
No formal schooling	*	-	-	-	*	*	*
Refused	1	2	1	3	1	*	-
Family Income							
Under 5,000	5	9	8	1	3	5	4
5,000 - 6,999	14	18	13	25	15	10	14
7,000 - 14,999	45	38	41	49	43	46	50
15,000 and over	30	25	32	20	33	32	27
Refused	6	10	6	5	6	7	5

4. Shifts In Segment Size

In the two preceding sections of this report six segments were described. This section provides an analysis of changes in the size of these segments between the beginning and the end of The Year.

The first two columns represent the segment sizes as shown in the panel as of December, 1974 and December, 1975. The final column shows the change in segment size. Change is shown on the basis of panel data because direction of shift is more relevant to this analysis than is the absolute size of the segments.

As with the other measures in this study there is no evidence of a dramatic shift in attitudes. However, this analysis does provide a useful summary of the shifts in attitudes which occurred during International Women's Year. The female chauvinist attitude segment has remained unchanged in size. Were it not for the fact that this group contains a small proportion of men (22%) it could be called the radical feminists. It favours women on virtually all of the items measured in this study.

The traditional female attitude segment has also remained unchanged in size. While this latter group is not particularly negative in its appraisal of women's capabilities it is less feminist than any of the other groups except the two male-oriented groups. Thus, the segment which represents an extreme position on women's liberation and that which is mainly satisfied with the status quo have both remained unchanged in size.

The two groups that increased somewhat in size are the male chauvinist attitude segment and the equality attitude segment. The male chauvinist attitude segment does not believe in equality for women. It is the one that disagrees most often on such issues as equal pay/opportunity. The growth of this group could be inferred to be a reflection of a "back-lash" against the concepts promoted by International Women's Year. The equality segment represents a moderate yet liberal attitude towards women's equality. The growth in the size of this group could be taken to represent one measure of the increase in acceptance during The Year of the more pragmatic objectives of International Women's Year.

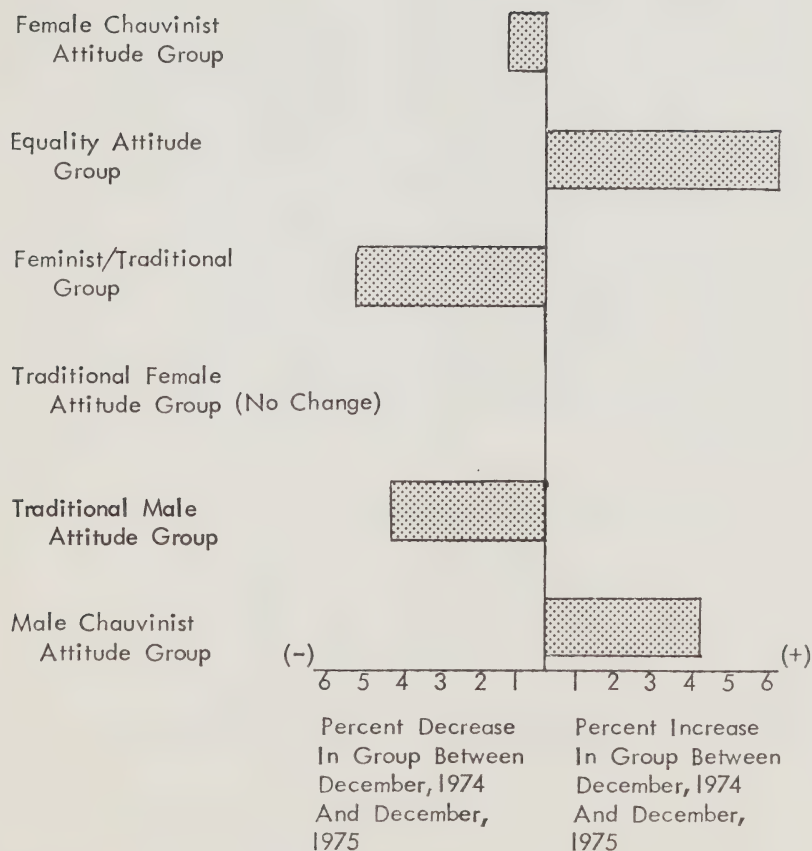
The two groups which decreased in size represent what might be characterized as moderate right and left of centre positions. The traditional male attitude segment holds a less extreme position than does the male chauvinist attitude segment. Similarly the feminist/traditional segment holds a less extreme position than the equality attitude segment and the female chauvinist attitude segment.

<u>Segments</u>	Panel		
	<u>December,</u> <u>1974</u>	<u>December,</u> <u>1975</u>	<u>Change</u>
	%	%	%
1. Female Chauvinist Attitude	5	4	- 1
2. Equality Attitude	17	23	+ 6
3. Feminist/Traditional Attitude	7	2	- 5
4. Traditional Female Attitude	28	28	⁺ - 0
5. Traditional Male Attitude	28	24	- 4
6. Male Chauvinist Attitude	15	19	+ 4

The results just examined are presented in chart form on the next page. Based both upon the quantitative studies reported on in this report and on the focus group interviews conducted in conjunction with International Women's Year this chart summarizes quite accurately the changes in attitude which occurred during The Year. During The Year attitudes crystallized and polarized.

There has been an increase in the proportion of Canadians who believe in equal opportunity for women and men. However, there is also a segment of the population which reacted negatively to all that it felt The Year stood for. These people feel threatened and confused by the concepts of equality.

CHANGE IN GROUP SIZE BETWEEN DECEMBER, 1974 AND DECEMBER, 1975



5. Perceptual Map

Following this analysis is a two-dimensional perceptual map. The function of such a map is to visually present and summarize a large amount of data. In this instance it is intended to assist the reader in understanding how similar or different the segments are on the basis of the key attitudinal questions. Of the 40 items which were used in determining the segments only those that most clearly distinguish the segments are shown on the map.

Such a map positions the six segments of Canadians identified during the study relative to each other based upon the differences in attitudes toward women held by members of each segment. The closer the proximity of two segments on a map the more similar are the attitudinal profiles of their members on the opinion dimensions measured in the study. Similarly, differences between the attitudes of two segments on the map will tend to separate segment representations on the map and increase the distance between them.

The similarity between any two segments on a particular dimension (such as women can be good doctors) can be measured by the distance between the two segments along the line representing each such dimension. The ranking of the segments on any of the axes drawn on the map will correspond, in general, but not with total accuracy to the

actual rank order of the segments' mean ratings on the corresponding questionnaire response item.

Opposite ends of each axis are labelled "M" and "F" to represent masculine and feminine respectively. That is, segments positioned closer to the "F" side of the scale have a mean rating on the response dimension which favours women and vice versa.

The length of each axis is proportional to the degree of accuracy with which the rank order of the segments on the response dimension is reproduced correctly on the map. Thus, the shorter a line representing a response dimension the greater is the likelihood that the position of one or more of the six segments on this axis have been interchanged. A certain degree of misrepresentation is unavoidable as the map is trying to represent 40 response dimensions in a two dimensional plane. The number of violations in this mapping representation is, in fact, small as the axes with greatest error (i.e., with very short lines) have not been included on the map.

When two axes are close to one another, that is with only a small (or else co-linear) angle between them, they represent response dimensions which are highly correlated. By this it is meant that the response items measured by each of them are highly correlated (or if co-linear, identical). In contrast, two axes perpendicular to each other correspond to the independent response dimensions, independent in the sense that response on one dimension does not correlate to the other.

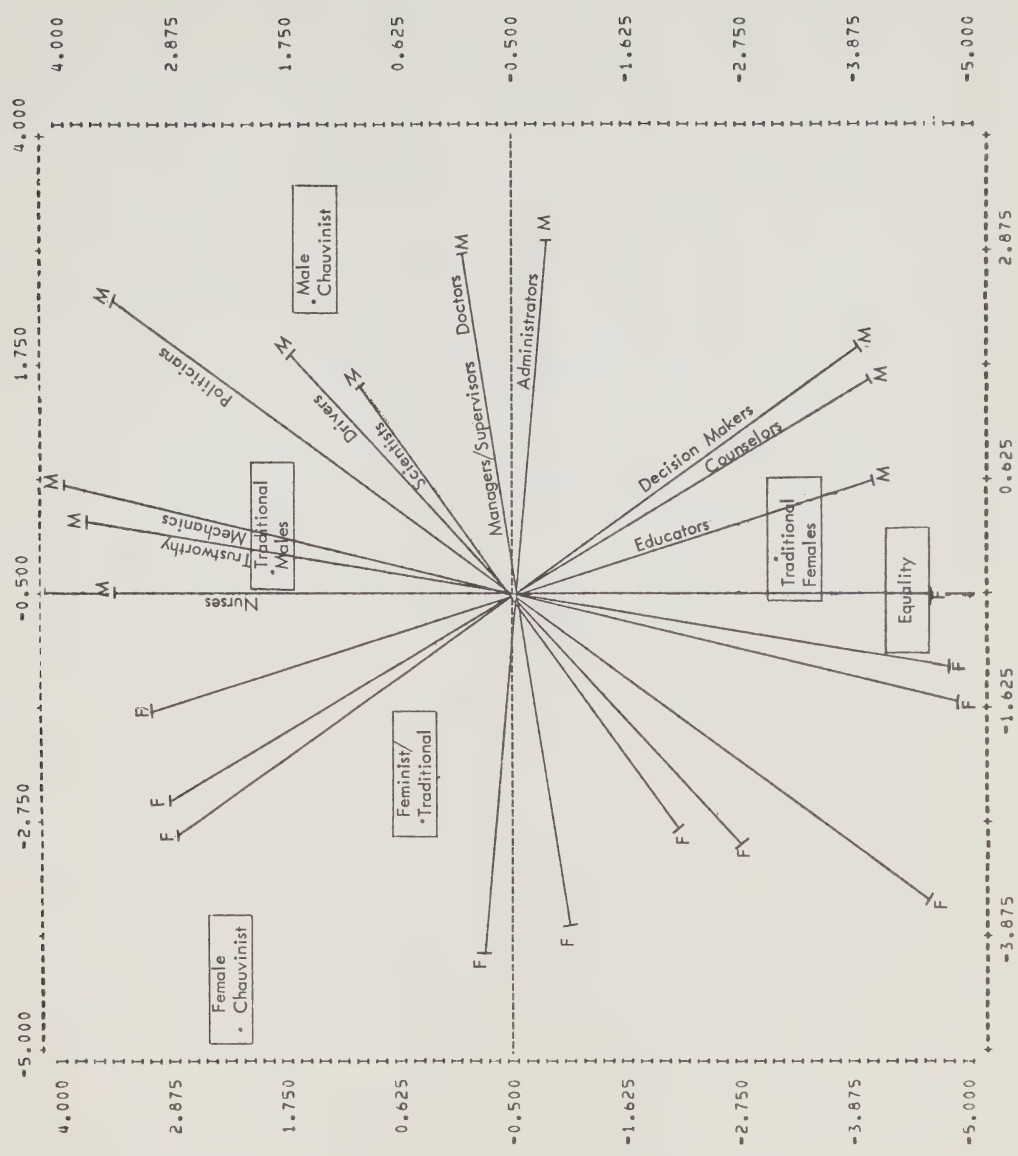
For example, looking at the map it can be observed that segments two and four are close together on some attitudinal measures. Segment two was entitled the equality attitude segment and segment four the traditional female segment. The general attitudinal profile of these segments are, in fact, quite similar. In particular, response dimensions on which these two segments have similar attitudes include:

Women can be good ...

... mechanics

... administrators

... politicians



TECHNICAL

APPENDIX

Background And Purpose

The objective of this document is to provide technical information on a series of studies conducted during International Women's Year.

Two types of studies were conducted during International Women's Year. The first study to be discussed is the two waves of national personal interview studies. The second type of study is focus group interviews. Section A of this document outlines the following information:

National Personal Interview Studies

1. Sample Design
2. Characteristics of Respondents Interviewed
3. Copies Of The Interview Schedule
4. Multivariate Statistical Analysis

Section B presents the following data:

Focus Group Interviews

1. Methodology
2. Composition Of The Groups
3. Discussion Guide

A. National Personal Interview Studies

This study was designed to measure attitudes of Canadians toward women before the beginning of International Women's Year and at the end of The Year.

I. Sample Design

The specifications for this study call for a probability sample of individuals fifteen years of age and older living in centres with populations of 10,000 or more. The major distinguishing feature of this type of sample is that the selections at every stage of the sampling operation are made by a rigid procedure which ensures that the probability that a given individual will be included in the sample can be predetermined within fairly close limits.

The universe sampled for this study included the entire population of each province, fifteen years and older, with the following exceptions:

- 1) The least accessible and most sparsely populated areas of the province
- 2) Inmates of institutions, inhabitants of lumber and mining camps
- 3) Members of the armed forces not living at home
- 4) Persons living on Indian reservations
- 5) Transients or others having no regular place of residence.

In constructing a probability sample of this universe, the following conditions were met:

- a) Each of the persons in the universe has to have some chance, which can be stated mathematically within fairly close limits, of being included in the sample.
- b) No arbitrary judgment can be exercised in determining which households or individuals are included.

All individuals were selected from sample areas of clusters in counties or census divisions widely spread throughout each province. The sampling operations were performed at four different and distinct levels:

- 1) The selection of localities (metropolitan districts and individual cities over 10M).
- 2) The selection of small areas or clusters within each locality to be visited by interviewers.
- 3) The selection of the particular households to be visited.
- 4) The selection of individuals.

The probability with which each individual was finally selected, therefore, ultimately depended upon the separate probabilities at each of the four stages of sampling.

Selecting The Localities

In the first stage of sampling, a group was selected to represent all localities in each province. Prior to the actual selection, it was necessary to define the term locality. In the case of larger cities, the locality consisted of a combination of several cities, towns and townships. This is called a metropolitan district. In all other areas of the province, a locality was defined as a single city or township.

All of the localities in a province were grouped into strata based upon the following criteria:

- a) Metropolitan districts and other urban over 10M by community size.
- b) Geographic district.
- c) Degree of urbanization.

The strata were set up in such a manner as to group together all localities that are similar on the basis of the above criteria. At the same time, the strata were made approximately equal in terms of total population. In some cases, a stratum contained a single metropolitan district. This is because these districts contain larger populations than are ordinarily assigned to a stratum. For each stratum, one locality was selected with probability proportionate to its population.

Sampling Clusters Within Selected Localities

Further stratification was employed within the localities for the selection of clusters. The types and levels of stratification depend upon the characteristics of the selected locality. In general, all cities and towns over 10M were sampled separately and, in many instances, they are further stratified by income or socio-economic groupings. Stratification was carried as far as possible (i.e., down to the selection of individual enumeration areas).

Individual block diagrams were prepared from street maps and aerial photographs.

Selecting Households Within Clusters

For each selected cluster, interviewers were provided with a detailed map showing the location, the road segments contained within the cluster, and outlining clearly its boundaries. For each cluster, a starting point was selected at random. Interviewers were instructed to begin at the start point and to work in a randomly determined direction calling at each household on the way until the assigned number of households had been visited.

Selecting Individuals Within Households

The interviewer first determined how many people aged fifteen and over live in the particular household and how many were at home at the time of the call. In alternate households male or female respondents at home were listed in a specified order on a special sheet. A random set of markings then automatically determined which particular individuals would be interviewed. This selection was done in such a way as to give every such individual a known, but random, chance of being selected. Since men and single people tend to be out more frequently, they were given a greater chance of being selected.

In order to provide sufficient interviews to permit inspection of the results in the Atlantic Provinces an over-sample was conducted in this region. That is, a disproportionate number of interviews were assigned in the Atlantic Provinces.

Weighting The Results - Provisions For Not-At-Home

The bulk of this weighting was accounted for by the application of the "Politz Not-At-Home Weighting Formula" and by over-sampling in the Atlantic Provinces. The purpose of the not-at-home weight is to adjust for bias that might be caused by non-representation in the sample of those away from home at the time the interviewer called. This is a substitute method for doing personal call-backs.

To obtain the weighting factor each respondent was questioned on past at-home frequency and an estimate obtained of the probability of his being home when the interviewer called. To further minimize this bias, all locations were visited during the evening on weekdays or on Saturday afternoons.

In addition to the not-at-home formula, an adjustment was made to bring the various community sizes, regions and males and females into their correct relative proportions according to the latest Statistics Canada census of population for any one province.

The Panel

In addition to the two random waves of approximately 1000 interviews each one half of the respondents interviewed in Wave One were re-interviewed in Wave Two. The purpose of re-interviewing half of the respondents was to permit changes in attitudes of the same respondents to be traced and to provide a measure of change in opinions removing the differences in results which may occur simply because two separate samples are employed.

Interviewing for Wave One of the study took place in late December, 1974 and the first two weeks of January, 1975. The second wave of interviewing took place between mid-November and early December of 1975.

Verification

In accordance with DECISION MARKETING RESEARCH'S policy well in excess of 10 percent of every interviewer's work was verified by supervisory personnel.

2. Characteristics Of Respondents Interviewed

The following table presents the actual number of interviews conducted in each of five geographic regions.

In addition, it shows the weighted number of interviews and the number of Canadians 15 years of age and over in each of these regions according to the latest Statistics Canada data available at the time of the study.

	NUMBER			PERCENT		
	Decision Marketing Research Limited		Statistics Canada 1971	Decision Marketing Research Limited		Statistics Canada 1971
	Actual	Weighted				
<u>RANDOM WAVE - DECEMBER, 1974</u>						
<u>Region:</u>						
Total	1,112	4,796	9,379,865	100	100	
British Columbia	104	473	1,012,823	10	10	
Prairies	135	680	1,367,369	14	14	
Ontario	420	2,081	3,939,862	44	41	
Quebec	302	1,306	2,909,427	27	30	
Atlantic Provinces	151	256	510,384	5	5	

RANDOM WAVE -
DECEMBER, 1975

<u>Region:</u>						
Total	1,117	4,717	9,739,865	100		100
British Columbia	108	496	1,012,823	10		10
Prairies	146	711	1,367,369	15		14
Ontario	400	1,942	3,939,862	41		41
Quebec	323	1,352	2,909,427	29		30
Atlantic Provinces	140	216	510,384	5		5

PANEL - DECEMBER, 1975

<u>Region:</u>						
Total	465	1,910	9,379,865	100		100
British Columbia	49	192	1,012,823	10		10
Prairies	54	225	1,367,369	12		14
Ontario	177	876	3,939,862	46		41
Quebec	132	531	2,909,427	28		30
Atlantic Provinces	53	86	510,384	4		5

3. The Interview Schedule

This section contains a sample of the English and French interview schedules employed in each wave of the study. There were a number of versions of the questionnaire employed to permit alternation of the sex of the respondent to be interviewed and to permit rotation of the order of presenting items to the respondent. The latter technique is employed to allow for bias in response which may occur due to the order of presentation of items to respondents.

DECEMBER 1974

Project No. 195-74

Decision Marketing Research Limited

Time Started: _____ a.m.
_____ p.m.

Assignment No. Household No.

--	--	--	--	--	--

4 5 6 7 8 9

Hello, I am..... from Decision Marketing Research Limited. We are conducting a survey in your area and I would like the opinions of one of the members of your household. First of all, would you please tell me the names of all the males 15 and over who are at home now? Please start with oldest. (RECORD BELOW FROM THE OLDEST TO YOUNGEST).

MALES 15 AND OVER AT HOME

	GIVEN NAME	FAMILY NAME	
1			X
2			
3			
4			
5			
6			

INTERVIEW RESPONDENT
LISTED NEXT TO LOWEST

X ↑

Now, may I speak to:

_____ ?

And is he married ☐

or single ☐

Q.1 We're doing a study on people's attitude toward men and women. Just thinking about women, what do you personally feel is the most important problem facing women today?

10 - 1

11 -

12 -

Q.2 We would like to get an idea of how people see the role of women and men in our society. To make the task simpler, we have made a list of statements that could be more appropriate to women or more appropriate to men or apply equally to men and to women depending on how you feel.

First I'd like to get your own personal opinion and then we'd like to find out how you think others would react to these statements.

HAND EXAMPLE:

Here is an example. On this scale we have Women on the left and Men on the right.

Considering a statement "Can be good swimmers", you may feel that potentially the average woman can be as good a swimmer as the average man. To mark your answer you would choose the "EQUAL" box: the one with the code letter "d". But if you felt that potentially the average woman is a much better swimmer than the average man, you would choose a box on the left like "b" or perhaps even box "a".

If however, you feel that men can be slightly better swimmers than women, you would choose box "e" more towards the Men scale.

The more you go to the left the stronger it applies to women and the less it applies to men. And the more you go to the right the more it applies to men, of course. How would you yourself answer the statement "Can be good swimmers"? Keep in mind there is no right or wrong answer; it is just an expression of how you personally feel. Just give me the code letter of the box.

MAKE SURE RESPONDENT UNDERSTANDS THE METHOD

O.K. First your own personal opinion.

HAND SCALE CARD AND ASK Q.2a) AND Q.2b) FIRST, THEN ASK Q.2c) AND 2d).

Q.2a) What is your opinion on the following statements? (START WITH THE ONE MARKED "X" WORK DOWN THEN GO TO THE TOP AND WORK DOWN UNTIL COMPLETED - THEN ASK Q.2b).

		2a)							2c)									
		a	b	c	d	e	f	g			a	b	c	d	e	f	g	
	Can be good doctors.	14 -	1	2	3	4	5	6	7		35 -	1	2	3	4	5	6	7
	Can be good cooks	15 -	1	2	3	4	5	6	7		36 -	1	2	3	4	5	6	7
	Can be good mechanics.	16 -	1	2	3	4	5	6	7		37 -	1	2	3	4	5	6	7
	Can be good scientists.	17 -	1	2	3	4	5	6	7		38 -	1	2	3	4	5	6	7
	Can be good judges of character.	18 -	1	2	3	4	5	6	7		39 -	1	2	3	4	5	6	7
	Can be good managers or supervisors.	19 -	1	2	3	4	5	6	7		40 -	1	2	3	4	5	6	7
	Can be good counsellors/ advisors.	20 -	1	2	3	4	5	6	7		41 -	1	2	3	4	5	6	7
	Can be good educators, teachers	21 -	1	2	3	4	5	6	7		42 -	1	2	3	4	5	6	7
	Can be good nurses.	22 -	1	2	3	4	5	6	7		43 -	1	2	3	4	5	6	7
	Can be good at managing money.	23 -	1	2	3	4	5	6	7		44 -	1	2	3	4	5	6	7
	Can be good administrators.	24 -	1	2	3	4	5	6	7		45 -	1	2	3	4	5	6	7
	Can be good drivers	25 -	1	2	3	4	5	6	7		46 -	1	2	3	4	5	6	7
X	Can be good decision makers.	26 -	1	2	3	4	5	6	7		47 X	1	2	3	4	5	6	7
	Can be good entertainers.	27 -	1	2	3	4	5	6	7		48 -	1	2	3	4	5	6	7
	Can be good politicians.	28 -	1	2	3	4	5	6	7		49 -	1	2	3	4	5	6	7

Q.2b) And what about the following characteristics?

		2b)							2d)									
		a	b	c	d	e	f	g			a	b	c	d	e	f	g	
	Tend to be emotional.	29 -	1	2	3	4	5	6	7		50 -	1	2	3	4	5	6	7
	Tend to be practical.	30 -	1	2	3	4	5	6	7		51 -	1	2	3	4	5	6	7
	Tend to be trustworthy.	31 -	1	2	3	4	5	6	7		52 -	1	2	3	4	5	6	7
	Tend to be aggressive	32 -	1	2	3	4	5	6	7		53 -	1	2	3	4	5	6	7
	Tend to be steady workers.	33 -	1	2	3	4	5	6	7		54 -	1	2	3	4	5	6	7
	Tend to be physically fit.	34 -	1	2	3	4	5	6	7		55 -	1	2	3	4	5	6	7

Q.2c) Now I'd like to find out how you think Canadian women in general would feel about these statements, regardless of your personal feelings. (RECORD ABOVE ON THE RIGHT STARTING AGAIN WITH THE "X").

Q.2d) And what about these characteristics? (RECORD ABOVE)

Q.3a) There is a lot of discussion going on these days that work of equal value should get equal pay regardless of sex. What is your opinion? Do you agree or disagree?	Agree	56 - 1
	Disagree	- 2
	Partially agree	- 3

Q.3b) Why do you say that? _____
 _____ 57 -

Q.4 Some people disagree because:

a) They say women should receive less pay because they are a greater risk and are more likely to change employment or quit because of home circumstances. Do you agree or disagree. . . .	Agree	58 - 1
	Disagree	- 2
	Partially agree	- 3

b) Why do you say that? _____
 _____ 59 -

c) Or they say that women should receive less pay because most women have lesser financial responsibilities. Do you agree or disagree. . . .	Agree	60 - 1
	Disagree	- 2
	Partially agree	- 3

d) Why do you say that? _____
 _____ 61 -

Q.5a) Leaving physical considerations aside, do you feel women should have as equal a chance as men in all kinds of jobs and positions? Or should men be given preference, or should women be given preference?	- All should have equal chance	62 - 1
	- Men should be given preference	- 2
	- Women should be given preference	- 3

b) Why do you say that? _____
 _____ 63 -

Q.6 Would you rather work for a female boss, or for a male boss or would it make no difference to you as long as they were competent?	Female Boss	64 - 1
	Male Boss	- 2
	No Difference	- 3

Q.7a) HAND CARD 'A'

Mothers with pre-school age children are often restricted in their freedom to seek a job. Here is a card with two statements. Which one would you say you are in most agreement with, assuming that there is no financial necessity for the mother to have a job. (CIRCLE ONE STATEMENT ONLY).

Do you feel that mothers with pre-school age children should stay at home and spend full-time with their children?

65 - 1

OR

Do you think that mothers with pre-school age children should be freed of the necessity of looking after their children if they choose to take a job.

65 - 2

- b) If the mother is to have a job for whatever reason arrangements must be made to look after her children. The most obvious solution is to provide day care centres. Do you feel that there are about the right number of day care centres now, too many day care centres, or not enough day care centres?

About the right number of day care centres 65 - 3

Too many day care centres - 4

Not enough day care centres - 5

Don't Know - 9

- c) The cost of these day care centres could be borne by the parent(s), or by the employing company or by the municipal, provincial or federal government; that is by all the tax payers. Or the cost could be borne by any combination of these three.

Who do you think should bear the cost of day care centres: the parent, the employer or the government? Remember you can select one, two or three of these.

PARENT 66 - 1

EMPLOYER - 2

GOVERNMENT - 3

PARENT & EMPLOYER - 4

PARENT & GOVERNMENT - 5

EMPLOYER & GOVERNMENT - 6

ALL THREE - 7

DON'T KNOW - 9

ASK MARRIED RESPONDENTS ONLY

CARD 2 10 - 2

- Q.8a) Who in your household is most likely to make the decision in any of the following - yourself, your wife (husband), both or the whole family? (RECORD "SELF" UNDER THE APPROPRIATE HEADING).

	Husband	Wife	Both	Whole Family	Doesn't Apply	Don't Know
Buying furniture	11 - x	y	1	2	3	4
Buying major appliances	5	6	7	8	9	0
Buying liquor or beer	12 - x	y	1	2	3	4
Deciding what to eat for dinner on weekends	5	6	7	8	9	0
Deciding what to eat for dinner on weekdays	13 - x	y	1	2	3	4
Deciding where to go on a week-end trip or vacation	5	6	7	8	9	0

Q.8b) And who is mostly involved in the following:

	Husband	Wife	Both	Whole family	Doesn't Apply No Children	Don't Know
Doing the dishes	14 - x	y	1	2	3	4
Decorating a room	5	6	7	8	9	0
Painting woodwork outside the house	15 - x	y	1	2	3	4
Helping children with homework	5	6	7	8	9	0
Looking after the family budget	16 - x	y	1	2	3	4
Doing the major food shopping	5	6	7	8	9	0
Taking children shopping for clothes	17 - x	y	1	2	3	4
Reprimanding the children	5	6	7	8	9	0

ASK ALL RESPONDENTS

Q.8c) Given a family situation of husband, wife and children, who in your opinion should make the decisions on the following - the husband, the wife, both equally or the whole family?

	Husband	Wife	Both	Whole Family	Don't Know
Buying furniture	18 - 1	2	3	4	5
Buying major appliances	6	7	8	9	0
Buying liquor or beer	19 - 1	2	3	4	5
Deciding what to eat for dinner on week-ends	6	7	8	9	0
Deciding what to eat for dinner on weekdays	20 - 1	2	3	4	5
Deciding where to go on a week-end trip or vacation	6	7	8	9	0

Q.8d) And who should be involved in the following:

Doing the dishes	21 - 1	2	3	4	5
Decorating a room	6	7	8	9	0
Painting woodwork outside the house	22 - 1	2	3	4	5
Helping children with homework	6	7	8	9	0
Looking after the family budget	23 - 1	2	3	4	5
Doing the major food shopping	6	7	8	9	0
Taking children shopping for clothes	24 - 1	2	3	4	5
Reprimanding the children	6	7	8	9	0

Q.9a) In cases of divorce or legal separation, who do you feel should have custody of young children (say under 10). Should this be primarily the father, primarily the mother, or should this largely depend on the circumstances.

	a) Young Children	b) Older Children
b) And what about older children?		
Father	25 - 1	25 - 5
Mother	2	6
Depends		

Q.10a) Do you feel that a divorced woman who is capable of earning her own living is entitled to support payments from her former husband? That is, support payments for herself? Would you say yes always, only under certain circumstances, or not at all? (RECORD BELOW).

b) What about a woman who is legally separated and is capable of earning her own living; is she entitled to support payment for herself? Would you say always, only under certain circumstances, or not at all? (RECORD BELOW)

c) What about children staying with their legally separated or divorced mother? Are they entitled to financial support from the father? Would you say always, only in certain circumstances, or not at all?

	a) Divorced Wife	b) Separated Wife	c) Children
Yes, always	26 - x	26 - 3	26 - 7
Only under certain circumstances	y	4	8
Not at all	1	5	9

Q.11a) If property or family business has increased in value during marriage, do you feel that, if the marriage breaks up, both are entitled to a fair share of the property or business, or should it all remain in the hands of the person in whose name the property or business happens to be registered?

Both should get fair share	27 - 1
Should remain with registered owner	- 2
Depends on circumstances	- 3
Don't Know/No Idea	y

Q.11b) Under what circumstances? _____

_____ 28 -

_____ 29 -

Q.12a) If a woman feels she is being discriminated against in terms of employment because she is female, are there any official departments, agencies, or other bodies with which she can file a complaint?

YES	30 - 1
NO	- 2
DON'T KNOW	- y
GO TO Q.14	

b) And which of these official bodies do you happen to know the names of? Any others?

c) (ASK FOR EACH MENTION) Is _____ a Federal, a Provincial or a Municipal body?

	b)		c)		
		Federal	Provincial	Municipal	Don't Know
1. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 31 -
2. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 32 -
3. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 33 -
4. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 34 -

Q.13	Do you happen to know whether your <u>provincial</u>	YES	35 - 1
	<u>government</u> has a Women's Bureau in its Department	NO	- 2
	of Labour or some other department?	NOT SURE	- 3

Q.14	To the best of your knowledge does your provincial	YES	- 4
	government have an official Advisory Council that	NO	- 5
	advises on matters pertaining to women?	NOT SURE	- 6

Q.15a)	Have you heard of the Royal Commission on the	NO	- 7
	Status of Women?	YES	- 8
		NOT SURE	- 9

Q.15b) Do you know of any of the recommendations that this Commission made?

NO 36 - 1

YES - 2

Q.15c) What were these recommendations? (PROBE)

Q.16	Have you heard of an Advisory Council that advises	YES	37 - 1
	the <u>Federal government</u> on matters pertaining to	NO	- 2
	women?	NOT SURE	- 3

BASIC DATA

I have a few more questions which will be used only for statistical purposes.

		SELF
A.	In what country were you born?	
	Canada	38 - y
	U.S.A.	- x
	Austria	- 0
	Britain	- 1
	Ireland	- 2
	France	- 3
	Germany	- 4
	Italy	- 5
	Belgium/Netherlands (Holland)	- 6
	Scandinavian (Sweden, Denmark, ... Norway, Finland)	- 7
	Any other country (Specify)	39 -

(IF RESPONDENT WAS NOT BORN IN CANADA ASK:)

B.	How long have you lived in Canada?	LESS THAN 5 years	40 - 1
		5 - 10 years	- 2
		11 - 20 years	- 3
		MORE THAN 20 years	- 4
	Are you a Canadian Citizen:	YES	- 5
		NO	- 6
		NO, BUT APPLIED FOR REFUSED	- 7

EVERYBODY

C.	What was the language you first spoke in childhood and still understand?	ENGLISH	41 - 1
		FRENCH	- 2
		GERMAN	- 3
		ITALIAN	- 4
		OTHER (Specify)	- 5

D.	What is your marital status?	MARRIED	42 - 1
		SINGLE	- 2
		WIDOWED	- 3
		SEPARATED	- 4
		DIVORCED	- 5
		REFUSED	- y

Have you ever been married?

NO	<input type="checkbox"/>	YES	<input type="checkbox"/>	→	Are you	Widowed	43 - 1
						Separated	- 2
						or Divorced?	- 3
						Refused	- y

E. How far did you go in school - your highest grade?

Public school (grades 1 - 8)..... 44 - 1
 Secondary or High School (grades 9 - 13) - 2
 Technical school - 3
 Community College - 4
 University..... - 5
 No formal schooling - 6
 Refused - y

F. Are you employed?

Full time 45 - 1
 Part time - 2
 Unemployed - 3
 Housewife - 4
 Student - 5
 Retired - 6

Have you been employed in the last 10 years?

YES - 7 NO - 8 GO TO 'I'

G. What is/was your (usual) occupation?

_____ IN _____ 46 -
 (TYPE OF JOB) (TYPE OF COMPANY)

H. Have you ever been responsible for supervising other people at work?

YES 47 - - 1
 NO - 2

What is the largest number of people that you have supervised? _____ 48 -

49 -

I. Respondents position in household:

Male head 50 - 1 Son - 4 Other male - 6
 Wife - 2 Daughter - 5 Other female - 7
 Female head (no male head in household) - 3

J. (IF RESPONDENT IS NOT MALE OR FEMALE HEAD ASK:)

And what is the occupation of the head of the household?

_____ IN _____ 51 -
 (TYPE OF JOB) (TYPE OF COMPANY)

K. How many people live in this household including yourself, other members of your family and any one else living as part of your household who is not a member of your immediate family?

Total number _____ 52 -
 Adults (18 & over) _____ 53 - 1
 Children 13 - 17 _____ - 2
 " 10 - 12 _____ - 3
 " 6 - 9 _____ - 4
 " 2 - 5 _____ - 5
 " Under 2 _____ - 6

L. And what is your age? (IF REFUSED, ESTIMATE AGE AND CIRCLE "ESTIMATE")

15 - 19	54 - 1	45 - 49	55 - 1
20 - 24	- 2	50 - 54	- 2
25 - 29	- 3	55 - 59	- 3
30 - 34	- 4	60 - 64	- 4
35 - 39	- 5	65 - over	- 5
40 - 44	- 6	Estimated	- 6

M. IF INTERVIEWING MONDAY TO FRIDAY

SAY:

To get an idea of the potential television audience, we are also interested in finding out how often people are at home on weekdays at about this time, I am not interested in Saturdays or Sundays only weekdays.

Did you happen to be home last. . . . ?

ASK ABOUT THE DAY LISTED JUST ABOVE DAY OF INTERVIEW, THEN THE DAY ABOVE THAT, THEN THE ONE ABOVE THAT.
(3 PRECEDING WEEKDAYS)

CHECK "TODAY"
(DAY OF INTERVIEW)
BELOW

↓
WEDNESDAY
THURSDAY
FRIDAY
☐ MONDAY
☐ TUESDAY
☐ WEDNESDAY
☐ THURSDAY
☐ FRIDAY

AT
HOME

NOT
AT
HOME

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

56 - 1
2
3
4
5
6
7

IF INTERVIEWING SATURDAYS SAY INSTEAD:

To get an idea of the potential television audience, we are also interested in finding out how often people are at home on Saturdays about this time.

Did you happen to be home last Saturday at about this time?

AT
HOME

NOT AT
HOME

LAST SATURDAY

☐ ☐

SATURDAY BEFORE LAST

☐ ☐

N. SHOW INCOME CARD. In which of these letter groups does the approximate total income of your family fall?

L	57 - 1	O	- 4	R	- 7
M	- 2	P	- 5	S	- 8
N	- 3	Q	- 6		

REFUSED

y

GIVE ESTIMATE \$

(per year)

INTERVIEWER CIRCLE TYPE OF DWELLING:

O.	Detached House	58 - 1
	Semi-detached House	- 2
	Row House (Townhouse, Maisonette, etc.) . .	- 3
	Duplex	- 4
	Triplex (Multiplex)	- 5
	Apartment over store	- 6
	Apartment in building under 6 stories	- 7
	Apartment in building 7 - 12 stories	- 8
	Apartment in building 13 or more stories . .	- 9

(OBSERVE DO NOT ASK)

P. Socio-Economic Level

Upper	59 - 1
Upper middle	- 2
	- 3
Middle	- 4
	- 5
Lower middle	- 6
Lower	- 7

Q. SEX:

MALE	60 - 1
FEMALE	- 2

CIRCLE: Mrs.

Mr.

CIRCLE: Mrs.

Miss

Ms. _____

Mailing address _____

City: _____

Province: _____

Phone No. _____

No Phone ☐

(INTERVIEWER'S SIGNATURE)

Date: _____

(Time Completed)

FOR OFFICE USE ONLY:

Validated by: _____

Date: _____

INTERVIEWER ARE YOU:

A MAN

61 - 1

A WOMAN

- 2

DECEMBRE 1974

Projet No. 195-74

Recherches et Décisions Québec Limitée

Temps commencé: _____ a.m.

_____ p.m.

Assignment No.

Ménage No.

4	5	6	7	8	9
---	---	---	---	---	---

Bonjour, je suis..... de Recherches et Décisions Québec Limitée. Nous faisons une étude dans votre district et j'aimerais connaître les opinions d'un des membres de votre ménage. Premièrement, voudriez-vous me donner les noms de toutes les femmes de 15 ans et plus qui sont à la maison présentement? Veuillez commencer par la plus âgée.
(ENREGISTREZ CI-DESSOUS DE LA PLUS AGÉE A LA PLUS JEUNE).

FEMME DE 15 ANS ET PLUS A LA MAISON

	PRENOM	NOM DE FAMILLE	
1			X
2			
3			
4			
5			
6			

INTERVIEWEZ LA REpondante
ENREGISTREE A COTE DU
PLUS BAS

X



Maintenant, puis-je parler à:

_____ ?

Et est-elle mariée ☐
ou Célibataire ☐

Q.1

Nous faisons une étude sur l'attitude des gens vis-à-vis l'homme et la femme. Pensant surtout à la femme, à votre avis quel est le problème majeur auquel les femmes aient à faire face ?

10 - 1

11 -

12 -

Q.2

Nous aimerions avoir une idée de la façon dont les gens voient le rôle de la femme et de l'homme dans notre société. Pour vous simplifier la tâche, nous avons préparé une liste d'énoncés qui peuvent, selon votre opinion, mieux convenir à un homme, mieux convenir à une femme ou s'appliquer aux deux également.

J'aimerais d'abord que vous me donniez votre opinion personnelle, ensuite ce que vous pensez que les autres réagissent de ces énoncés.

PRESENTEZ L'EXEMPLE :

Voici un exemple. Sur cette échelle les femmes sont à droite et les hommes sont à gauche.

Prenons l'énoncé "Peut être un bon nageur", vous pouvez penser que la femme moyenne a le même potentiel pour être un bon nageur que l'homme moyen. Pour indiquer votre réponse vous choisirez la case "EGAL"; celle portant le code "d". Mais si vous pensez que la femme moyenne a plus de potentiel qu'un homme pour être bonne nageuse, vous choisirez une case vers la gauche, telle que "b" ou même "a".

Cependant, si vous pensez que l'homme moyen a un peu plus de potentiel que la femme moyenne pour être bon nageur, vous choisirez la case "e" vers l'échelle Homme.

Plus vous choisirez une case vers la gauche, plus l'énoncé s'applique à une femme, moins il s'applique à un homme. Et plus vous choisirez une case vers la droite, plus vous pensez que ça s'applique à un homme, évidemment. Comment répondriez-vous à l'énoncé "Peut-être un bon nageur"? Souvenez-vous qu'il n'y a pas de bonnes ou mauvaises réponses, ce n'est qu'une expression de votre opinion personnelle. Donnez-moi le code de la case seulement.

ASSUREZ-VOUS QUE LE RESPONDANT COMPREND BIEN LA METHODE.

D'accord, premièrement votre opinion personnelle.

PRESENTEZ L'ECHELLE ET DEMANDEZ Q.2a et Q.2b PREMIEREMENT, ENSUITE DEMANDEZ Q.2c et Q.2d.

Q.2a) Quelle est votre opinion sur les énoncés suivants? (COMMENCEZ PAR L'ENONCE MARQUE D'UN "x", CONTINUEZ JUSQU'EN BAS PUIS REPRENEZ LES ENONCES DU HAUT JUSQU'ILS SONT COMPLETES - ENSUITE DEMANDEZ Q.2b).

		2a)									2c)						
		a	b	c	d	e	f	g			a	b	c	d	e	f	g
Peut être un bon médecin	14-	1	2	3	4	5	6	7	35-		1	2	3	4	5	6	7
Peut être un bon cuisinier	15-	1	2	3	4	5	6	7	36-		1	2	3	4	5	6	7
Peut être un bon mécanicien	16-	1	2	3	4	5	6	7	37-		1	2	3	4	5	6	7
Peut être un bon scientifique	17-	1	2	3	4	5	6	7	38-		1	2	3	4	5	6	7
Peut être un bon juge de caractères	18-	1	2	3	4	5	6	7	39-		1	2	3	4	5	6	7
Peut être un bon gérant ou surveillant	19-	1	2	3	4	5	6	7	40-		1	2	3	4	5	6	7
Peut être un bon conseiller	20-	1	2	3	4	5	6	7	41-		1	2	3	4	5	6	7
XPeut être un bon éducateur ou professeur	21-	1	2	3	4	5	6	7	42X		1	2	3	4	5	6	7
Peut être une bonne infirmière	22-	1	2	3	4	5	6	7	43-		1	2	3	4	5	6	7
Peut être un bon administrateur de budget	23-	1	2	3	4	5	6	7	44-		1	2	3	4	5	6	7
Peut être un bon administrateur	24-	1	2	3	4	5	6	7	45-		1	2	3	4	5	6	7
Peut être un bon conducteur	25-	1	2	3	4	5	6	7	46-		1	2	3	4	5	6	7
Peut être bon pour prendre des décisions	26-	1	2	3	4	5	6	7	47-		1	2	3	4	5	6	7
Peut être un bon hôte	27-	1	2	3	4	5	6	7	48-		1	2	3	4	5	6	7
Peut être un bon politicien	28-	1	2	3	4	5	6	7	49-		1	2	3	4	5	6	7

Q.2b) Et, que pensez-vous des caractéristiques suivants?

		2b)									2d)						
		a	b	c	d	e	f	g			a	b	c	d	e	f	g
A tendance à être émotif	29-	1	2	3	4	5	6	7	50-		1	2	3	4	5	6	7
A tendance à être pratique	30-	1	2	3	4	5	6	7	51-		1	2	3	4	5	6	7
A tendance à être digne de confiance	31-	1	2	3	4	5	6	7	52-		1	2	3	4	5	6	7
A tendance à être agressif	32-	1	2	3	4	5	6	7	53-		1	2	3	4	5	6	7
A tendance à être un employé stable	33-	1	2	3	4	5	6	7	54-		1	2	3	4	5	6	7
A tendance à être en bonne forme physique	34-	1	2	3	4	5	6	7	55-		1	2	3	4	5	6	7

Q.2c) Et maintenant, j'aimerais savoir ce que vous croyez qu'en général les femmes canadiennes penseraient de ces déclarations, sans se soucier de votre sentiment personnel. (ENREGISTREZ CI-DESSUS SUR LA DROITE, COMMENÇANT ENCORE AVEC UN "x").

Q.2d) Et que pensez-vous de ces caractéristiques? (MENTIONNEZ CI-DESSUS).

Q.3a) On parle beaucoup ces temps-ci qu'un travail de valeur égale devrait avoir un salaire égal indifféremment du sexe. Qu'en pensez-vous? Etes-vous...	D'accord	56 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

3b) Pourquoi dites-vous cela? _____

57 -

Q.4 Certains gens ne sont pas d'accord. Ils disent que:

4a) Les femmes devraient être moins payées parce-qu'elles sont un plus grand risque et ont tendance à changer d'emploi ou arrêter de travailler à cause de circonstances familiales. Etes-vous d'accord avec eux ou non?	D'accord	58 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

4b) Pourquoi dites-vous cela? _____

59 -

4c) Ou ils disent que les femmes devraient être moins payées parce-qu'elles ont moins de responsabilités financières. Etes-vous d'accord avec eux ou non?	D'accord	60 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

4d) Pourquoi dites-vous cela? _____

61 -

Q.5a) Laisant les considérations physiques de côté, croyez-vous que les femmes devraient avoir autant de chances que les hommes dans toutes sortes de travail et positions ou croyez-vous que les hommes devraient avoir plus de chances, ou encore que les femmes devraient avoir plus de chances?	Tous devraient avoir la même chance	62 - 1
	Les hommes devraient avoir plus de chances	- 2
	Les femmes devraient avoir plus de chance	- 3

5b) Pourquoi dites-vous cela? _____

63 -

Q.6	Préférez-vous avoir une femme compétente comme patron	Femme Patron	64 - 1
	ou un homme compétent comme patron ou si ça vous est	Homme Patron	- 2
	indifférent?	Indifférent	- 3

PRESENTEZ LA CARTE "A":

- Q.7a) Les femmes qui ont des enfants d'âge pré-scolaire se trouvent souvent restreintes quand il s'agit de se trouver un emploi. Qu'en pensez-vous? Avec lequel des deux énoncés sur cette carte êtes-vous davantage en accord, supposant qu'il n'y a pas de nécessité financière pour la femme pour avoir un emploi.
(ENCERCLEZ UNE DÉCLARATION SEULEMENT).

Croyez-vous que les femmes avec des enfants d'âge pré-scolaire devraient rester à la maison et s'occuper de leurs jeunes enfants?

OU

Croyez-vous que les femmes avec des enfants d'âge pré-scolaire devraient être libérées du besoin de s'occuper de leurs jeunes enfants si elles veulent travailler?

65 - 1

65 - 2

- 7b) Si la mère travaille, quelle que soit la raison, on doit prendre des arrangements pour s'occuper des enfants. La solution la plus évidente est celle des garderies populaires. Croyez-vous qu'il y a présentement assez de garderies populaires, trop de garderies populaires ou pas assez de garderies populaires?

Assez de garderies populaires	65 - 3
Trop de garderies populaires	- 4
Pas assez de garderies populaires	- 5
Ne sais pas	- 9

- 7c) Le coût de ces garderies populaires pourraient être défrayé par les parents, par l'employeur ou par les gouvernement municipal, provincial et fédéral, c'est-à-dire par tous les contribuables. Ou encore par un partage entre les trois partis.

Qui à votre avis devrait défrayer les coûts des garderies populaires; les parents, l'employeur ou le gouvernement? N'oubliez pas que vous pouvez choisir une, deux ou toutes ces solutions.

LE PARENT	66 - 1
L'EMPLOYEUR	- 2
LE GOUVERNEMENT	- 3
LE PARENT & L'EMPLOYEUR	- 4
LE PARENT & LE GOUVERNEMENT	- 5
L'EMPLOYEUR & LE GOUVERNEMENT	- 6
TOUS LES TROIS	- 7
NE SAIS PAS	- 9

CARTE 2 10 - 2

DEMANDEZ LES REpondANTS MARIÉS SEULEMENT

- Q.8a) Chez vous qui prend les décisions des points suivants: - vous-même, votre femme (époux), les deux ou toute la famille? (ENREGISTREZ "LA PERSONNE" AU DESSOUS DE L'EN-TÊTE APPROPRIÉE).

	Epoux	Femme	Les Deux	Toute La Famille	Ne S'applique Pas	Ne Sais pas
Acheter du mobilier	11 - x	y	1	2	3	4
Acheter de gros appareils électro-ménagers	5	6	7	8	9	0
Acheter des boissons ou de la bière	12 - x	y	1	2	3	4
Décider du menu pour le souper en fin de semaine	5	6	7	8	9	0
Décider du menu pour le souper hebdomadaire	13 - x	y	1	2	3	4
Décider où aller en fin de semaine ou en vacances	5	6	7	8	9	0

Q.8b) Et, qui, le plus souvent est intéressé aux suivants:

	Epoux	Femme	Les Deux	Toute La Famille	Ne s'applique pas Pas d'enfants	Ne Sais pas
Faire la vaisselle	14 - x	y	1	2	3	4
Décorer une pièce	5	6	7	8	9	0
Peinturer les boiseries à l'extérieur de la maison	15 - x	y	1	2	3	4
Aider les enfants à faire leurs devoirs	5	6	7	8	9	0
S'occuper du budget familial	16 - x	y	1	2	3	4
Faire l'épicerie	5	6	7	8	9	0
Amener les enfants magasiner pour acheter des vêtements	17 - x	y	1	2	3	4
Réprimander les enfants	5	6	7	8	9	0

DEMANDEZ A TOUS LES RESPONDANTS:

Q.8c) Etant donné la situation d'une famille - du mari, de la femme et des enfants, qui à votre avis, devrait prendre la plupart des décisions ou s'occuper des points suivants - le mari, la femme, les deux également ou toute la famille ?

	Epoux	Femme	Deux	Toute La Famille	Ne Sais pas
Acheter du mobilier	18 - 1	2	3	4	5
Acheter de gros appareils électro-ménagers	6	7	8	9	0
Acheter des boissons ou de la bière	19 - 1	2	3	4	5
Décider du menu pour le souper en fin de semaine	6	7	8	9	0
Décider du menu pour le souper hebdomadaire	20 - 1	2	3	4	5
Décider où aller en fin de semaine ou en vacances	6	7	8	9	0

Q.8d) Et qui doit être intéressé aux suivants:

Faire la vaisselle	21 - 1	2	3	4	5
Décorer une pièce	6	7	8	9	0
Peinturer les boiseries à l'extérieur de la maison	22 - 1	2	3	4	5
Aider les enfants à faire leurs devoirs	6	7	8	9	0
S'occuper du budget familial	23 - 1	2	3	4	5
Faire l'épicerie	6	7	8	9	0
Amener les enfants magasiner pour acheter des vêtements	24 - 1	2	3	4	5
Réprimander les enfants	6	7	8	9	0

Q.9a) En cas de divorce ou de séparation légale, qui, à votre avis, devrait avoir la garde des enfants en bas âge (moins de 10 ans)? Est-ce que ce devrait être surtout le père, surtout la mère ou croyez-vous que ça dépend des circonstances particulières?

9b) Et qu'en est-il des enfants plus âgés?

	a) Jeunes Enfants	b) Enfants Plus Agés
Père	25 - 1	25 - 5
Mère	- 2	- 6
Ça dépend	- 3	- 7

- Q.10a) Croyez-vous qu'une femme qui est capable de gagner sa vie devrait recevoir une pension de son ancien mari? C'est-à-dire une pension pour elle-même? Diriez-vous oui toujours, seulement en certaines circonstances, ou pas du tout? (ENREGISTREZ CI-DESSOUS).
- 10b) Et qu'en est-il pour une femme séparée légalement et capable de gagner sa vie, a-t-elle droit à une pension pour elle-même? Diriez-vous toujours, seulement en certaines circonstances ou pas du tout? (ENREGISTREZ CI-DESSOUS)
- 10c) Et qu'en est-il des enfants qui restent avec leur mère séparée ou divorcée? Ont-ils droit à une aide financière de leur père? Diriez-vous toujours, seulement en certaines circonstances ou pas du tout?

	a) Femme Divorcée	b) Femme Séparée	c) Enfants
Oui, toujours	26 - x	26 - 3	26 - 7
Seulement en certaines circonstances	- y	- 4	- 8
Pas du tout	- 1	- 5	- 9

- Q.11a) Si une propriété ou une affaire familiale a augmenté en valeur au cours du mariage, croyez-vous que lorsque les époux se séparent, tous deux ont droit à une part de la propriété ou de l'affaire ou si tout doit rester à la personne au nom de laquelle la propriété ou l'affaire est enregistrée?

Tous deux doivent avoir une part égale	27 - 1
Devrait rester au propriétaire	- 2
Dépend des circonstances	- 3
Ne sais pas / Aucune idée	- y

11b) En quelles circonstances? _____	28 -

_____	29 -

- Q.12a) Si une femme croit qu'il y a discrimination contre elle, côté travail, parce-qu'elle est une femme, y a-t-il un département officiel, une agence ou un autre organisme où elle peut porter plainte?

OUI	30 - 1
NON	- 2
NE SAIS PAS	- y
PASSEZ A LA Q.14	

- 12b) Et quels organismes officiels pouvez-vous nommer?

- 12c) (DEMANDEZ POUR CHAQUE MENTION) Est-ce que ce sont des organismes Fédéral, Provincial ou Municipal?

	b) -----	c) Fédéral Provincial Municipal Ne sais pas			
1. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 31 -
2. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 32 -
3. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 33 -
4. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 34 -

13	Est-ce que votre <u>gouvernement provincial</u> a un Bureau de la Femme dans son Ministère de la Main d'Oeuvre ou dans un autre ministère?	OUI	35 - 1
		NON	- 2
		INCERTAIN	- 3
14	Est-ce que votre gouvernement provincial a un Comité Consultatif en ce qui concerne la femme?	OUI	- 4
		NON	- 5
		INCERTAIN	- 6
15a)	Avez-vous entendu parler de la Commission Royale sur le Statut de la Femme?	NON	- 7
		OUI	- 8
		INCERTAIN	- 9
15b)	Etes-vous au courant des recommandations de ce comité?		
	NON	36 - 1	
	OUI	- 2	
15c)	Quelles étaient ces recommandations? (SONDEZ) -		

16	Avez-vous entendu parler d'un Comité Consultatif qui conseille le <u>gouvernement Fédéral</u> , en ce qui concerne la Femme?	OUI	37 - 1
		NON	- 2
		INCERTAIN	- 3

J'ai encore quelques questions à vous poser qui ne serviront qu'à des fins statistiques.

A.	Dans quel pays êtes-vous né?	Canada	38 - y
		Etats-Unis	- x
		Autriche	- 0
		Angleterre	- 1
		Irlande	- 2
		France	- 3
		Allemagne	- 4
		Italie	- 5
		Belgique/Pays Bas (Hollande)	- 6
		Pays Scandinaves (Suède, Danemark, Norvège, Finlande)	- 7
		Tout autre pays (Spécifiez)	39 -

(SI LE REpondant N'EST PAS NE AU CANADA - DEMANDEZ:)

B.	Depuis combien de temps êtes-vous au Canada?	MOINS DE 5 ans	40 - 1
		5 - 10 ans	- 2
		11 - 20 ans	- 3
		PLUS DE 20 ans	- 4
	Etes-vous citoyen canadien?	OUI	- 5
		NON	- 6
		NON, MAIS APPLIQUE POUR	- 7
		REFUS	- y

TOUT LE MONDE:

C.	Quelle est votre langue maternelle?	ANGLAIS	41 - 1
		FRANCAIS	- 2
		ALLEMAND	- 3
		ITALIEN	- 4
		AUTRE (Spécifiez)	- 5

D.	Quel est votre état civil?	MARIE(E)	42 - 1
		CELIBATAIRE	- 2
		VEUF(VE)	- 3
		SEPRE(E)	- 4
		DIVORCE(E)	- 5
		REFUS	- y

Avez-vous déjà été marié?

NON	<input type="checkbox"/>	OUI	<input type="checkbox"/>	→ Etes-vous:	Veuf(ve)	43 - 1
					Séparé(e)	- 2
					Divorcé(e)	- 3
					Refus	y

E. Quel est votre niveau de scolarité?
La dernière année que vous avez complétée.

Ecole Primaire (1-8)	44 - 1
Ecole Secondaire (9-13)	- 2
Ecole Technique	- 3
Cegep	- 4
Université	- 5
Pas d'école en tant que telle...	- 6
Refus	- y

F. Etes-vous employé?

A plein temps	45 - 1
A temps partiel	- 2
Sans emploi	- 3
Ménagère	- 4
Etudiant	- 5
Retiré	- 6

Avez-vous travaillé au cours de
10 dernières années?

OUI	- 7
NON	- 8

PASSEZ A LA Q. I

G. Quel est/était votre emploi (habituel)?

_____ Dans _____	46 -
(Genre d'emploi)	(Genre de compagnie)

H. Avez-vous déjà été responsable d'autres
personnes au travail?

OUI	47 -
NON	- 2

Quel est le plus grand nombre de personnes
dont vous ayez eu la charge?

48 -

49 -

I. Position du répondant dans la famille:

Homme chef de famille	50 - 1
Femme chef de famille	- 2
Femme chef de famille (pas d'homme chef de famille)	- 3
Fils	- 4
Fille	- 5
Autre homme	- 6
Autre femme	- 7

SI LE REpondant N'EST PAS L'HOMME CHEF DE FAMILLE OU LA FEMME CHEF DE
FAMILLE - DEMANDEZ:

J. Quelle est l'occupation du chef de famille?

_____ Dans _____	51 -
(Genre d'emploi)	(Genre de compagnie)

K. Combien de personnes y a-t-il chez vous,
y compris vous-même, les autres membres
de votre famille ainsi que toute autre
personne habitant chez vous sans être un
membre de votre famille immédiate?

Total	52 -
Adultes (18 et plus)	53 - 1
Enfants 13 - 17	- 2
Enfants 10 - 12	- 3
Enfants 6 - 9	- 4
Enfants 2 - 5	- 5
Enfants (Moins de 2)	- 6

L. Quel âge avez-vous? (SI "REFUS", FAITES UNE ESTIMATION ET ENERCLEZ "ESTIME").

15 - 19	54 - 1	45 - 49	55 - 1
20 - 24	- 2	50 - 54	- 2
25 - 29	- 3	55 - 59	- 3
30 - 34	- 4	60 - 64	- 4
35 - 39	- 5	65 et plus	- 5
40 - 44	- 6	Estimé	- 6

M. SI CET INTERVIEW A LIEU DE LUNDI AU VENDREDI.

DITES:

Afin d'obtenir une idée de potentiel des spectateurs de la télévision, nous sommes aussi intéressés à savoir si les gens sont souvent à la maison les jours de semaine à ce moment-ci, je ne suis pas intéressé au Samedi ou Dimanche seulement les jours de semaine.

Etiez-vous à la maison dernier?

DEMANDEZ POUR LE JOUR ENREGISTRE JUSTE AU-DESSUS DU JOUR DE L'INTERVIEW, ENSUITE LE JOUR AU-DESSUS DE CELUI-LA, ENSUITE L'AUTRE AU-DESSUS DE CE DERNIER (LES 3 JOURS DE SEMAINE PRECEDENTS).

MARQUEZ "AUJOURD'HUI"
(JOUR DE L'INTERVIEW) CI-DESSOUS

	A LA MAISON	PAS A LA MAISON
↓ MERCREDI	<input type="checkbox"/>	<input type="checkbox"/>
JEUDI	<input type="checkbox"/>	<input type="checkbox"/>
VENDREDI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> LUNDI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> MARDI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> MERCREDI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> JEUDI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> VENDREDI	<input type="checkbox"/>	<input type="checkbox"/>

56 - 1
- 2
- 3
- 4
- 5
- 6
- 7

SI L'INTERVIEW A LIEU UN SAMEDI - DEMANDEZ:

Afin d'obtenir une idée du potentiel des spectateurs de la télévision, nous sommes aussi intéressés à savoir si les gens sont souvent à la maison le Samedi à ce moment-ci.

Etiez-vous à la maison Samedi dernier à ce moment-ci?

	A LA MAISON	PAS A LA MAISON
LE SAMEDI DERNIER	<input type="checkbox"/>	<input type="checkbox"/>
LE SAMEDI D'AVANT	<input type="checkbox"/>	<input type="checkbox"/>

N. PRESENTEZ LA CARTE DE REVENU:

Et finalement, pourriez-vous me dire dans laquelle des catégories suivantes se trouve votre revenu familial total. Donnez-moi la lettre seulement.

L	57 - 1	P	- 5
M	- 2	Q	- 6
N	- 3	R	- 7
O	- 4	S	- 8

REFUSE	y
ESTIMEZ \$ _____	
(par année)	

O. INTERVIEWEUR, ENCERCLEZ LE GENRE D'HABITATION:

Maison détachée	58 - 1
Maison semi-détachée	- 2
Maison en bande (Townhouse, Maisonette, etc.)	- 3
Duplex	- 4
Triplex (Multiplex)	- 5
Appartement au-dessus d'un magasin	- 6
Appartement dans un édifice de moins de 6 étages	- 7
Appartement dans un édifice de 7 à 12 étages	- 8
Appartement dans un édifice de 13 étages et plus	- 9

P. OBSERVEZ, NE DEMANDEZ PAS:

Niveau Socio-Economique

Elevé	59 - 1
Moyennement élevé...	- 2
	- 3
Moyen	- 4
	- 5
Moyennement bas	- 6
Bas	- 7

Q. SEXE: HOMME 60 - 1
FEMME - 2

ENCERCLEZ: Mr. _____
Mme _____
Mlle _____

Adresse Postale: _____

Ville: _____ Province: _____

Téléphone # _____ Pas de Téléphone ☐

<p>_____ (Signature de l'intervieweur)</p> <p>Date: _____ (Temps complété)</p>	<p><u>A L'USAGE DU BUREAU SEULEMENT</u></p> <p>Validé par: _____</p> <p>Date: _____</p>
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INTERVIEWEUR: ÊTES-VOUS: UN HOMME 61 - 1
UNE FEMME - 2

DECEMBER 1975

Project No. 725

Decision Marketing Research Limited

Time Started: _____ a.m.
_____ p.m.

Assignment No. Household No.

4	5	6	7	8	9
---	---	---	---	---	---

Hello, I am..... from Decision Marketing Research Limited. We are conducting a survey in your area and I would like the opinions of one of the members of your household. First of all, would you please tell me the names of all the males 15 and over who are at home now? Please start with the oldest. (RECORD BELOW FROM THE OLDEST TO YOUNGEST).

MALES 15 AND OVER AT HOME

	GIVEN NAME	FAMILY NAME	
1			X
2			
3			
4			
5			
6			

INTERVIEW RESPONDENT
LISTED NEXT TO LOWEST

X



Now, may I speak to:

?

And is he married ☐
or single ☐

Q.1

We're doing a study on people's attitude toward men and women. Just thinking about women, what do you personally feel is the most important problem facing women today?

10 - 1

_____ 11 -

_____ 12 -

Q.2

We would like to get an idea of how people see the role of women and men in our society. To make the task simpler, we have made a list of statements that could be more appropriate to women or more appropriate to men or apply equally to men and to women depending on how you feel.

First I'd like to get your own personal opinion and then we'd like to find out how you think others would react to these statements.

HAND EXAMPLE:

Here is an example. On this scale we have Women on the left and Men on the right.

Considering a statement "Can be good swimmers", you may feel that potentially the average woman can be as good a swimmer as the average man. To mark your answer you would choose the "EQUAL" box: the one with the code letter "d". But if you felt that potentially the average woman is a much better swimmer than the average man, you would choose a box on the left like "b" or perhaps even box "a".

If however, you feel that men can be slightly better swimmers than women, you would choose box "e" more towards the Men scale.

The more you go to the left the stronger it applies to women and the less it applies to men. And the more you go to the right the more it applies to men, of course. How would you yourself answer the statement "Can be good swimmers"? Keep in mind there is no right or wrong answer; it is just an expression of how you personally feel. Just give me the code letter of the box.

MAKE SURE RESPONDENT UNDERSTANDS THE METHOD

O.K. First your own personal opinion.

HAND SCALE CARD AND ASK Q.2a) AND Q.2b) FIRST, THEN ASK Q.2c) AND 2d).

Q.2a) What is your opinion on the following statements? (START WITH THE ONE MARKED "X" WORK DOWN THEN GO TO THE TOP AND WORK DOWN UNTIL COMPLETED - THEN ASK Q.2b).

		2a)							2c)								
		a	b	c	d	e	f	g			a	b	c	d	e	f	g
Can be good doctors.	14 -	1	2	3	4	5	6	7		35 -	1	2	3	4	5	6	7
Can be good cooks	15 -	1	2	3	4	5	6	7		36 -	1	2	3	4	5	6	7
Can be good mechanics.	16 -	1	2	3	4	5	6	7		37 -	1	2	3	4	5	6	7
X Can be good scientists.	17 -	1	2	3	4	5	6	7	X	38 -	1	2	3	4	5	6	7
Can be good judges of character.	18 -	1	2	3	4	5	6	7		39 -	1	2	3	4	5	6	7
Can be good managers or supervisors.	19 -	1	2	3	4	5	6	7		40 -	1	2	3	4	5	6	7
Can be good counsellors, advisers.	20 -	1	2	3	4	5	6	7		41 -	1	2	3	4	5	6	7
Can be good educators, teachers.	21 -	1	2	3	4	5	6	7		42 -	1	2	3	4	5	6	7
Can be good nurses.	22 -	1	2	3	4	5	6	7		43 -	1	2	3	4	5	6	7
Can be good at managing money.	23 -	1	2	3	4	5	6	7		44 -	1	2	3	4	5	6	7
Can be good administrators.	24 -	1	2	3	4	5	6	7		45 -	1	2	3	4	5	6	7
Can be good drivers	25 -	1	2	3	4	5	6	7		46 -	1	2	3	4	5	6	7
Can be good decision makers.	26 -	1	2	3	4	5	6	7		47 -	1	2	3	4	5	6	7
Can be good entertainers.	27 -	1	2	3	4	5	6	7		48 -	1	2	3	4	5	6	7
Can be good politicians.	28 -	1	2	3	4	5	6	7		49 -	1	2	3	4	5	6	7

Q.2b) And what about the following characteristics?

		2b)							2d)								
		a	b	c	d	e	f	g			a	b	c	d	e	f	g
Tend to be emotional.	29 -	1	2	3	4	5	6	7		50 -	1	2	3	4	5	6	7
Tend to be practical.	30 -	1	2	3	4	5	6	7		51 -	1	2	3	4	5	6	7
Tend to be trustworthy.	31 -	1	2	3	4	5	6	7		52 -	1	2	3	4	5	6	7
Tend to be aggressive	32 -	1	2	3	4	5	6	7		53 -	1	2	3	4	5	6	7
Tend to be steady workers.	33 -	1	2	3	4	5	6	7		54 -	1	2	3	4	5	6	7
Tend to be physically fit.	34 -	1	2	3	4	5	6	7		55 -	1	2	3	4	5	6	7

Q.2c) Now I'd like to find out how you think Canadian women in general would feel about these statements, regardless of your personal feelings. (RECORD ABOVE ON THE RIGHT STARTING AGAIN WITH THE "X").

Q.2d) And what about these characteristics? (RECORD ABOVE)

Q.3a) There is a lot of discussion going on these days that work of equal value should get equal pay regardless of sex. What is your opinion? Do you agree or disagree?	Agree	56 - 1
	Disagree	- 2
	Partially agree	- 3

57

Q.4 Some people disagree because:

a) They say women should receive less pay because they are a greater risk and are more likely to change employment or quit because of home circumstances. Do you agree or disagree. . . .	Agree	58 - 1
	Disagree	- 2
	Partially agree	- 3

59

c) Or they say that women should receive less pay because most women have lesser financial responsibilities. Do you agree or disagree. . . .	Agree	60 - 1
	Disagree	- 2
	Partially agree	- 3

61

Q.5a) Leaving physical considerations aside, do you feel women should have as equal a chance as men in all kinds of jobs and positions? Or should men be given preference, or should women be given preference?	- All should have equal chance	62 - 1
	- Men should be given preference	- 2
	- Women should be given preference	- 3

63

Q.6 Would you rather work for a female boss, or for a male boss or would it make no difference to you as long as they were competent?	Female Boss	64 - 1
	Male Boss	- 2
	No Difference	- 3

Q.7a) HAND CARD 'A'

Mothers with pre-school age children are often restricted in their freedom to seek a job. Here is a card with two statements. Which one would you say you are in most agreement with, assuming that there is no financial necessity for the mother to have a job. (CIRCLE ONE STATEMENT ONLY).

Do you feel that mothers with pre-school age children should stay at home and spend full-time with their children?

65 - 1

OR

Do you think that mothers with pre-school age children should be freed of the necessity of looking after their children if they choose to take a job.

65 - 2

- b) If the mother is to have a job for whatever reason arrangements must be made to look after her children. The most obvious solution is to provide day care centres. Do you feel that there are about the right number of day care centres now, too many day care centres, or not enough day care centres?

About the right number of day care centres	65 - 3
Too many day care centres	- 4
Not enough day care centres	- 5
Don't Know	- 9

- c) The cost of these day care centres could be borne by the parent(s), or by the employing company or by the municipal, provincial or federal government; that is by all the tax payers. Or the cost could be borne by any combination of these three.

Who do you think should bear the cost of day care centres: the parent, the employer or the government? Remember you can select one, two or three of these.

PARENT	66 - 1
EMPLOYER	- 2
GOVERNMENT	- 3
PARENT & EMPLOYER	- 4
PARENT & GOVERNMENT	- 5
EMPLOYER & GOVERNMENT	- 6
ALL THREE	- 7
DON'T KNOW	- 9

ASK MARRIED RESPONDENTS ONLY

CARD 2 10 - 2

- Q.8a) Who in your household is most likely to make the decision in any of the following - yourself, your wife (husband), both or the whole family? (RECORD "SELF" UNDER THE APPROPRIATE HEADING).

	Husband	Wife	Both	Whole Family	Doesn't Apply	Don't Know
Buying furniture	11 - x	y	1	2	3	4
Buying major appliances	5	6	7	8	9	0
Buying liquor or beer	12 - x	y	1	2	3	4
Deciding what to eat for dinner on weekends	5	6	7	8	9	0
Deciding what to eat for dinner on weekdays	13 - x	y	1	2	3	4
Deciding where to go on a week-end trip or vacation	5	6	7	8	9	0

Q.8b) And who is mostly involved in the following:

	Husband	Wife	Both	Whole family	Doesn't Apply No Children	Don't Know
Doing the dishes	14 -x	y	1	2	3	4
Decorating a room	5	6	7	8	9	0
Painting woodwork outside the house	15 -x	y	1	2	3	4
Helping children with homework	5	6	7	8	9	0
Looking after the family budget	16 -x	y	1	2	3	4
Doing the major food shopping	5	6	7	8	9	0
Taking children shopping for clothes	17 -x	y	1	2	3	4
Reprimanding the children	5	6	7	8	9	0

ASK ALL RESPONDENTS

Q.8c) Given a family situation of husband, wife and children, who in your opinion should make the decisions on the following - the husband, the wife, both equally or the whole family?

	Husband	Wife	Both	Whole Family	Don't Know
Buying furniture	18 - 1	2	3	4	5
Buying major appliances	6	7	8	9	0
Buying liquor or beer	19 - 1	2	3	4	5
Deciding what to eat for dinner on week-ends	6	7	8	9	0
Deciding what to eat for dinner on weekdays	20 - 1	2	3	4	5
Deciding where to go on a week-end trip or vacation	6	7	8	9	0

Q.8d) And who should be involved in the following:

Doing the dishes	21 - 1	2	3	4	5
Decorating a room	6	7	8	9	0
Painting woodwork outside the house	22 - 1	2	3	4	5
Helping children with homework	6	7	8	9	0
Looking after the family budget	23 - 1	2	3	4	5
Doing the major food shopping	6	7	8	9	0
Taking children shopping for clothes	24 - 1	2	3	4	5
Reprimanding the children	6	7	8	9	0

Q.9a) In cases of divorce or legal separation, who do you feel should have custody of young children (say under 10). Should this be primarily the father, primarily the mother, or should this largely depend on the circumstances.

	a) Young Children	b) Older Children
b) And what about older children?		
Father	25 - 1	25 - 5
Mother	2	6
Depends	3	7

Q.10a) Do you feel that a divorced woman who is capable of earning her own living is entitled to support payments from her former husband? That is, support payments for herself? Would you say yes always, only under certain circumstances, or not at all? (RECORD BELOW).

b) What about a woman who is legally separated and is capable of earning her own living; is she entitled to support payment for herself? Would you say always, only under certain circumstances, or not at all? (RECORD BELOW)

c) What about children staying with their legally separated or divorced mother? Are they entitled to financial support from the father? Would you say always, only in certain circumstances, or not at all?

	a) Divorced Wife	b) Separated Wife	c) Children
Yes, always	26 - x	26 - 3	26 - 7
Only under certain circumstances	y	4	8
Not at all	1	5	9

Q.11a) If property or family business has increased in value during marriage, do you feel that, if the marriage breaks up, both are entitled to a fair share of the property or business, or should it all remain in the hands of the person in whose name the property or business happens to be registered?

Both should get fair share	27 - 1
Should remain with registered owner	- 2
Depends on circumstances	- 3
Don't Know/No Idea	- y

28/29

Q.12a) If a woman feels she is being discriminated against in terms of employment because she is female, are there any official departments, agencies, or other bodies with which she can file a complaint?

YES	30 - 1
NO	- 2
DON'T KNOW	- y
GO TO Q.14	

b) And which of these official bodies do you happen to know the names of? Any others?

c) (ASK FOR EACH MENTION) Is _____ a Federal, a Provincial or a Municipal body?

	b) -----	c)			
		Federal	Provincial	Municipal	Don't Know
1.	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 31 -
2.	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 32 -
3.	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 33 -
4.	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 34 -

Q.13	Do you happen to know whether your <u>provincial government</u> has a Women's Bureau in its Department of Labour or some other department?	YES NO NOT SURE	35 - 1 - 2 - 3
Q.14	To the best of your knowledge does your provincial government have an official Advisory Council that advises on matters pertaining to women?	YES NO NOT SURE	- 4 - 5 - 6
Q.15a)	Have you heard of the Royal Commission on the Status of Women?	NO YES NOT SURE	- 7 - 8 - 9
Q.15b) Do you know of any of the recommendations that this Commission made?		<div>NO 36 - 1</div> <div>YES - 2</div>	
Q.16	Have you heard of an Advisory Council that advises the <u>Federal government</u> on matters pertaining to women?	YES NO NOT SURE	37 - 1 - 2 - 3

Q.17

Now I would like to discuss your overall attitude towards women being given the same opportunities as men.

Compared to your feelings a year ago would you say that you are now much more convinced that women should be given the same opportunities as men, a little more convinced, feel about the same, are a little less convinced, or are much less convinced?

- a) much more convinced 62 - 1
- b) a little more convinced - 2
- c) feel about the same - 3
- d) are a little less convinced - 4
- e) are much less convinced - 5

Q.18a)

Did you know that 1975 was International Women's Year?

YES 63 - 1

NO 2 GO TO Q.19a)

IF YES

- b) Are you aware of any programmes or activities run by the federal government in support of International Women's Year?

YES 4

NO 5 GO TO Q.19a)

- c) IF YES IN B

What were these programmes or activities?

(PROBE)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

64 ..

Q.19a)

Do you recall any advertising for International Women's Year?

YES

65 - 1

ASK Q.19b,c,d

NO 2 GO TO Q.19e)

b) Would you please describe the advertising for International Women's Year to me.

66-

c) And what do you think that they were trying to tell you in this advertising?

67-

d) Anything else? _____

GO TO BASIC DATA

Q.19e)

Actually, the advertising for International Women's Year appeared on television and in the newspaper. It featured the slogan "Why Not?" Its basic message was that women have the right to fill whatever role in life they choose.

Do you recall this advertising?

YES

68 - 1

NO - 2

BASIC DATA

I have a few more questions which will be used only for statistical purposes.

		SELF
A.	In what country were you born?	
	Canada	38 - y
	U.S.A.	- x
	Austria	- 0
	Britain	- 1
	Ireland	- 2
	France	- 3
	Germany	- 4
	Italy	- 5
	Belgium/Netherlands (Holland)	- 6
	Scandinavian (Sweden, Denmark, Norway, Finland)	- 7
	Any other country (Specify)	39 -

(IF RESPONDENT WAS NOT BORN IN CANADA ASK:)

B.	How long have you lived in Canada?	LESS THAN 5 years	40 - 1
		5 - 10 years	- 2
		11 - 20 years	- 3
		MORE THAN 20 years	- 4
	Are you a Canadian Citizen:	YES	- 5
		NO	- 6
		NO, BUT APPLIED FOR REFUSED	- 7 - y

EVERYBODY

C.	What was the language you first spoke in childhood and still understand?	ENGLISH	41 - 1
		FRENCH	- 2
		GERMAN	- 3
		ITALIAN	- 4
		OTHER (Specify)	- 5

D.	What is your marital status?	MARRIED	42 - 1
		SINGLE	- 2
		WIDOWED	- 3
		SEPARATED	- 4
		DIVORCED	- 5
		REFUSED	- y

Have you ever been married?

NO	<input type="checkbox"/>	YES	<input type="checkbox"/> →	Are you	Widowed	43 - 1
					Separated	- 2
					or Divorced?	- 3
					Refused	- y

E. How far did you go in school - your highest grade?

Public school (grades 1 - 8)..... 44 - 1
 Secondary or High School (grades 9 - 13) - 2
 Technical school - 3
 Community College - 4
 University..... - 5
 No formal schooling - 6
 Refused - y

F. Are you employed?

Full time 45 - 1
 Part time - 2
 Unemployed - 3
 Housewife - 4
 Student - 5
 Retired - 6

Have you been employed in the last 10 years?

YES - 7 NO - 8 GO TO 'I'

G. What is/was your (usual) occupation?

_____ IN _____ 46 -
 (TYPE OF JOB) (TYPE OF COMPANY)

H. Have you ever been responsible for supervising other people at work?

YES 47 -
 NO - 2

- 1

What is the largest number of people that you have supervised?

48 -

49 -

I. Respondents position in household:

Male head	50 - 1	Son	- 4	Other male	- 6
Wife	- 2	Daughter	- 5	Other female	- 7
Female head (no male head in household)	- 3				

J. (IF RESPONDENT IS NOT MALE OR FEMALE HEAD ASK:)

And what is the occupation of the head of the household?

_____ IN _____ 51 -
 (TYPE OF JOB) (TYPE OF COMPANY)

K. How many people live in this household including yourself, other members of your family and any one else living as part of your household who is not a member of your immediate family?

Total number	_____	52 -
Adults (18 & over)	_____	53 - 1
Children 13 - 17	_____	- 2
" 10 - 12	_____	- 3
" 6 - 9	_____	- 4
" 2 - 5	_____	- 5
" Under 2	_____	- 6

L. And what is your age? (IF REFUSED, ESTIMATE AGE AND CIRCLE "ESTIMATE")

15 - 19	54 - 1	45 - 49	55 - 1
20 - 24	- 2	50 - 54	- 2
25 - 29	- 3	55 - 59	- 3
30 - 34	- 4	60 - 64	- 4
35 - 39	- 5	65 - over	- 5
40 - 44	- 6	Estimated	- 6

M. IF INTERVIEWING MONDAY TO FRIDAY

SAY:

To get an idea of the potential television audience, we are also interested in finding out how often people are at home on weekdays at about this time, I am not interested in Saturdays or Sundays only weekdays.

Did you happen to be home last. . . . ?

ASK ABOUT THE DAY LISTED JUST ABOVE DAY OF INTERVIEW, THEN THE DAY ABOVE THAT, THEN THE ONE ABOVE THAT.
(3 PRECEDING WEEKDAYS)

CHECK "TODAY"
(DAY OF INTERVIEW)
BELOW

WEDNESDAY
THURSDAY
FRIDAY
☐ MONDAY
☐ TUESDAY
☐ WEDNESDAY
☐ THURSDAY
☐ FRIDAY

AT HOME	NOT AT HOME
------------	-------------------

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

56 - 1
2
3
4
5
6
7

IF INTERVIEWING SATURDAYS SAY INSTEAD:

To get an idea of the potential television audience, we are also interested in finding out how often people are at home on Saturdays about this time.

Did you happen to be home last Saturday at about this time?

LAST SATURDAY

SATURDAY BEFORE LAST

AT HOME	NOT AT HOME
------------	----------------

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

N. SHOW INCOME CARD. In which of these letter groups does the approximate total income of your family fall?

L	57 - 1	O	- 4	R	- 7
M	- 2	P	- 5	S	- 8
N	- 3	Q	- 6		

REFUSED

y

GIVE ESTIMATE \$
(per year)

INTERVIEWER CIRCLE TYPE OF DWELLING:

O.	Detached House	58 - 1
	Semi-detached House	- 2
	Row House (Townhouse, Maisonette, etc.) . .	- 3
	Duplex	- 4
	Triplex (Multiplex)	- 5
	Apartment over store	- 6
	Apartment in building under 6 stories	- 7
	Apartment in building 7 - 12 stories	- 8
	Apartment in building 13 or more stories . .	- 9

(OBSERVE DO NOT ASK)

P. Socio-Economic Level

Upper	59 - 1
Upper middle	- 2
	- 3
Middle	- 4
	- 5
Lower middle	- 6
Lower	- 7

Q. SEX:

MALE	60 - 1
FEMALE	- 2

CIRCLE: Mrs.

Mr.

CIRCLE: Mrs.

Miss

Ms. _____

Mailing address _____

City: _____

Province: _____

Phone No. _____

No Phone ☐

(INTERVIEWER'S SIGNATURE)

Date: _____

(Time Completed)

FOR OFFICE USE ONLY:

Validated by: _____

Date: _____

INTERVIEWER ARE YOU:

A MAN

61 - 1

A WOMAN

- 2

DECEMBRE 1975

Recherches et Décisions Québec Limitée

Projet No. 725

Temps commencé: _____ a.m.
_____ p.m.

Assignation No. Ménage No.

Bonjour, je suis..... de Recherches et Décisions Québec Limitée. Nous faisons une étude dans votre district et j'aimerais connaître les opinions d'un des membres de votre ménage. Premièrement, voudriez-vous me donner les noms de tous les hommes de 15 ans et plus qui sont à la maison présentement? Veuillez commencer par le plus âgé. (ENREGISTREZ CI-DESSOUS DU PLUS AGE AU PLUS JEUNE).

HOMMES DE 15 ANS ET PLUS A LA MAISON

	PRENOM	NOM DE FAMILLE	
1			X
2			X
3			
4			
5			
6			

INTERVIEWEZ LE REPONDANT
ENREGISTRE A COTE DU
PLUS BAS

X



Maintenant, puis-je parler à:

_____ ?

Et est-elle mariée ☐
ou Célibataire ☐

Q.1 Nous faisons une étude sur l'attitude des gens vis-à-vis l'homme et la femme. Pensant surtout à la femme, à votre avis quel est le problème majeur auquel les femmes aient à faire face ?

10 - 1

11 -

12 -

Q.2 Nous aimerions avoir une idée de la façon dont les gens voient le rôle de la femme et de l'homme dans notre société. Pour vous simplifier la tâche, nous avons préparé une liste d'énoncés qui peuvent, selon votre opinion, mieux convenir à un homme, mieux convenir à une femme ou s'appliquer aux deux également.

J'aimerais d'abord que vous me donniez votre opinion personnelle, ensuite ce que vous pensez que les autres réagissent de ces énoncés.

PRESENTEZ L'EXEMPLE :

Voici un exemple. Sur cette échelle les femmes sont à droite et les hommes sont à gauche.

Prenons l'énoncé "Peut être un bon nageur", vous pouvez penser que la femme moyenne a le même potentiel pour être un bon nageur que l'homme moyen. Pour indiquer votre réponse vous choisirez la case "EGAL"; celle portant le code "d". Mais si vous pensez que la femme moyenne a plus de potentiel qu'un homme pour être bonne nageuse, vous choisirez une case vers la gauche, telle que "b" ou même "a".

Cependant, si vous pensez que l'homme moyen a un peu plus de potentiel que la femme moyenne pour être bon nageur, vous choisirez la case "e" vers l'échelle Homme.

Plus vous choisirez une case vers la gauche, plus l'énoncé s'applique à une femme, moins il s'applique à un homme. Et plus vous choisirez une case vers la droite, plus vous pensez que ça s'applique à un homme, évidemment. Comment répondriez-vous à l'énoncé "Peut-être un bon nageur"? Souvenez-vous qu'il n'y a pas de bonnes ou mauvaises réponses, ce n'est qu'une expression de votre opinion personnelle. Donnez-moi le code de la case seulement.

ASSUREZ-VOUS QUE LE REpondant COMPREND BIEN LA METHODE.

D'accord, premièrement votre opinion personnelle.

PRESENTEZ L'ECHELLE ET DEMANDEZ Q.2a et Q.2b PREMIEREMENT, ENSUITE DEMANDEZ Q.2c et Q.2d.

Q.2a) Quelle est votre opinion sur les énoncés suivants? (COMMENCEZ PAR L'ENONCE MARQUE D'UN "x", CONTINUEZ JUSQU'EN BAS PUIS REPRENEZ LES ENONCES DU HAUT JUSQU'ILS SONT COMPLETES - ENSUITE DEMANDEZ Q.2b).

		2a)									2c)							
		a	b	c	d	e	f	g			a	b	c	d	e	f	g	
Peut être un bon médecin	14-	1	2	3	4	5	6	7			35-	1	2	3	4	5	6	7
Peut être un bon cuisinier	15-	1	2	3	4	5	6	7			36-	1	2	3	4	5	6	7
Peut être un bon mécanicien	16-	1	2	3	4	5	6	7			37-	1	2	3	4	5	6	7
Peut être un bon scientifique	17-	1	2	3	4	5	6	7			38-	1	2	3	4	5	6	7
Peut être un bon juge de caractères	18-	1	2	3	4	5	6	7			39-	1	2	3	4	5	6	7
Peut être un bon gérant ou surveillant	19-	1	2	3	4	5	6	7			40-	1	2	3	4	5	6	7
Peut être un bon conseiller	20-	1	2	3	4	5	6	7			41-	1	2	3	4	5	6	7
XPeut être un bon éducateur ou professeur	21-	1	2	3	4	5	6	7			42-	1	2	3	4	5	6	7
Peut être une bonne infirmière	22-	1	2	3	4	5	6	7			43-	1	2	3	4	5	6	7
Peut être un bon administrateur de budget	23-	1	2	3	4	5	6	7			44-	1	2	3	4	5	6	7
Peut être un bon administrateur	24-	1	2	3	4	5	6	7			45-	1	2	3	4	5	6	7
Peut être un bon conducteur	25-	1	2	3	4	5	6	7			46-	1	2	3	4	5	6	7
Peut être bon pour prendre des décisions	26-	1	2	3	4	5	6	7			47-	1	2	3	4	5	6	7
Peut être un bon hôte	27-	1	2	3	4	5	6	7			48-	1	2	3	4	5	6	7
Peut être un bon politicien	28-	1	2	3	4	5	6	7			49-	1	2	3	4	5	6	7

Q.2b) Et, que pensez-vous des caractéristiques suivants?

		2b)									2d)						
		a	b	c	d	e	f	g			a	b	c	d	e	f	g
A tendance à être émotif	29-	1	2	3	4	5	6	7		50-	1	2	3	4	5	6	7
A tendance à être pratique	30-	1	2	3	4	5	6	7		51-	1	2	3	4	5	6	7
A tendance à être digne de confiance	31-	1	2	3	4	5	6	7		52-	1	2	3	4	5	6	7
A tendance à être agressif	32-	1	2	3	4	5	6	7		53-	1	2	3	4	5	6	7
A tendance à être un employé stable	33-	1	2	3	4	5	6	7		54-	1	2	3	4	5	6	7
A tendance à être en bonne forme physique	34-	1	2	3	4	5	6	7		55-	1	2	3	4	5	6	7

Q.2c) Et maintenant, j'aimerais savoir ce que vous croyez qu'en général les femmes canadiennes penseraient de ces déclarations, sans se soucier de votre sentiment personnel. (ENREGISTREZ CI-DESSUS SUR LA DROITE, COMMENÇANT ENCORE AVEC UN "x").

Q.2d) Et que pensez-vous de ces caractéristiques? (MENTIONNEZ CI-DESSUS).

Q.3a) On parle beaucoup ces temps-ci qu'un travail de valeur égale devrait avoir un salaire égal indifféremment du sexe. Qu'en pensez-vous? Etes-vous...	D'accord	56 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

Q.4 Certains gens ne sont pas d'accord. Ils disent que:

57

4a) Les femmes devraient être moins payées parce-qu'elles sont un plus grand risque et ont tendance à changer d'emploi ou arrêter de travailler à cause de circonstances familiales. Etes-vous d'accord avec eux ou non?	D'accord	58 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

59

4c) Ou ils disent que les femmes devraient être moins payées parce-qu'elles ont moins de responsabilités financières. Etes-vous d'accord avec eux ou non?	D'accord	60 - 1
	Pas d'accord	- 2
	Partiellement d'accord	- 3

61

Q.5a) Laissant les considérations physiques de côté, croyez-vous que les femmes devraient avoir autant de chances que les hommes dans toutes sortes de travail et positions ou croyez-vous que les hommes devraient avoir plus de chances, ou encore que les femmes devraient avoir plus de chances?	Tous devraient avoir la même chance	62 - 1
	Les hommes devraient avoir plus de chances	- 2
	Les femmes devraient avoir plus de chance	- 3

Q.6	Préférez-vous avoir une femme compétente comme patron	Femme Patron	64 - 1
	ou un homme compétent comme patron ou si ça vous est	Homme Patron	- 2
	indifférent?	Indifférent	- 3

----- PRESENTEZ LA CARTE "A":

- Q.7a) Les femmes qui ont des enfants d'âge pré-scolaire se trouvent souvent restreintes quand il s'agit de se trouver un emploi. Qu'en pensez-vous? Avec lequel des deux énoncés sur cette carte êtes-vous davantage en accord, supposant qu'il n'y a pas de nécessité financière pour la femme pour avoir un emploi.

(ENCERCLEZ UNE DECLARATION SEULEMENT).

Croyez-vous que les femmes avec des enfants d'âge pré-scolaire devraient rester à la maison et s'occuper de leurs jeunes enfants?	OU	Croyez-vous que les femmes avec des enfants d'âge pré-scolaire devraient être libérées du besoin de s'occuper de leurs jeunes enfants si elles veulent travailler?
---	----	--

65 - 1

65 - 2

- 7b) Si la mère travaille, quelle que soit la raison, on doit prendre des arrangements pour s'occuper des enfants. La solution la plus évidente est celle des garderies populaires. Croyez-vous qu'il y a présentement assez de garderies populaires, trop de garderies populaires ou pas assez de garderies populaires?

Assez de garderies populaires	65 - 3
Trop de garderies populaires	- 4
Pas assez de garderies populaires	- 5
Ne sais pas	- 9

- 7c) Le coût de ces garderies populaires pourraient être défrayé par les parents, par l'employeur ou par les gouvernement municipal, provincial et fédéral, c'est-à-dire par tous les contribuables. Ou encore par un partage entre les trois partis.

Qui à votre avis devrait défrayer les coûts des garderies populaires; les parents, l'employeur ou le gouvernement? N'oubliez pas que vous pouvez choisir une, deux ou toutes ces solutions.	LE PARENT	66 - 1
	L'EMPLOYEUR	- 2
	LE GOUVERNEMENT	- 3
	LE PARENT & L'EMPLOYEUR	- 4
	LE PARENT & LE GOUVERNEMENT	- 5
	L'EMPLOYEUR & LE GOUVERNEMENT	- 6
	TOUS LES TROIS	- 7
	NE SAIS PAS	- 9

CARTE 2 10 - 2

----- DEMANDEZ LES REpondANTS MARIÉS SEULEMENT

- Q.8a) Chez vous qui prend les décisions des points suivants: - vous-même, votre femme (époux), les deux ou toute la famille? (ENREGISTREZ "LA PERSONNE" AU DESSOUS DE L'EN-TÊTE APPROPRIÉE).

	Epoux	Femme	Les Deux	Toute La Famille	Ne S'applique Pas	Ne Sais pas
Acheter du mobilier	11 - x	y	1	2	3	4
Acheter de gros appareils électro-ménagers	5	6	7	8	9	0
Acheter des boissons ou de la bière	12 - x	y	1	2	3	4
Décider du menu pour le souper en fin de semaine	5	6	7	8	9	0
Décider du menu pour le souper hebdomadaire	13 - x	y	1	2	3	4
Décider où aller en fin de semaine ou en vacances	5	6	7	8	9	0

Q.8b) Et, qui, le plus souvent est intéressé aux suivants:

	Epoux	Femme	Les Deux	Toute La Famille	Ne s'applique pas Pas d'enfants	Ne Sais pas
Faire la vaisselle	14 - x	y	1	2	3	4
Décorer une pièce	5	6	7	8	9	0
Peinturer les boiserries à l'extérieur de la maison	15 - x	y	1	2	3	4
Aider les enfants à faire leurs devoirs	5	6	7	8	9	0
S'occuper du budget familial	16 - x	y	1	2	3	4
Faire l'épicerie	5	6	7	8	9	0
Amener les enfants magasiner pour acheter des vêtements	17 - x	y	1	2	3	4
Réprimander les enfants	5	6	7	8	9	0

DEMANDEZ A TOUS LES REpondANTS:

Q.8c) Etant donné la situation d'une famille - du mari, de la femme et des enfants, qui à votre avis, devrait prendre la plupart des décisions ou s'occuper des points suivants - le mari, la femme, les deux également ou toute la famille?

	Epoux	Femme	Deux	Toute La Famille	Ne Sais pas
Acheter du mobilier	18 - 1	2	3	4	5
Acheter de gros appareils électro-ménagers	6	7	8	9	0
Acheter des boissons ou de la bière	19 - 1	2	3	4	5
Décider du menu pour le souper en fin de semaine	6	7	8	9	0
Décider du menu pour le souper hebdomadaire	20 - 1	2	3	4	5
Décider où aller en fin de semaine ou en vacances	6	7	8	9	0

Q.8d) Et qui doit être intéressé aux suivants:

Faire la vaisselle	21 - 1	2	3	4	5
Décorer une pièce	6	7	8	9	0
Peinturer les boiserries à l'extérieur de la maison	22 - 1	2	3	4	5
Aider les enfants à faire leurs devoirs	6	7	8	9	0
S'occuper du budget familial	23 - 1	2	3	4	5
Faire l'épicerie	6	7	8	9	0
Amener les enfants magasiner pour acheter des vêtements	24 - 1	2	3	4	5
Réprimander les enfants	6	7	8	9	0

Q.9a) En cas de divorce ou de séparation légale, qui, à votre avis, devrait avoir la garde des enfants en bas âge (moins de 10 ans)? Est-ce que ce devrait être surtout le père, surtout la mère ou croyez-vous que ça dépend des circonstances particulières?

9b) Et qu'en est-il des enfants plus âgés?

	a) Jeunes Enfants	b) Enfants Plus Agés
Père	25 - 1	25 - 5
Mère	- 2	- 6
Ça dépend	- 3	- 7

Q.10a) Croyez-vous qu'une femme qui est capable de gagner sa vie devrait recevoir une pension de son ancien mari? C'est-à-dire une pension pour elle-même? Diriez-vous oui toujours, seulement en certaines circonstances, ou pas du tout? (ENREGISTREZ CI-DESSOUS).

10b) Et qu'en est-il pour une femme séparée légalement et capable de gagner sa vie, a-t-elle droit à une pension pour elle-même? Diriez-vous toujours, seulement en certaines circonstances ou pas du tout? (ENREGISTREZ CI-DESSOUS).

10c) Et qu'en est-il des enfants qui restent avec leur mère séparée ou divorcée? Ont-ils droit à une aide financière de leur père? Diriez-vous toujours, seulement en certaines circonstances ou pas du tout?

	a) Femme Divorcée	b) Femme Séparée	c) Enfants
Oui, toujours	26 - x	26 - 3	26 - 7
Seulement en certaines circonstances	- y	- 4	- 8
Pas du tout	- 1	- 5	- 9

Q.11a) Si une propriété ou une affaire familiale a augmenté en valeur au cours du mariage, croyez-vous que lorsque les époux se séparent, tous deux ont droit à une part de la propriété ou de l'affaire ou si tout doit rester à la personne au nom de laquelle la propriété ou l'affaire est enregistrée?

Tous deux doivent avoir une part égale	27 - 1
Devrait rester au propriétaire	- 2
Dépend des circonstances	- 3
Ne sais pas / Aucune idée	- y

28/29

Q.12a) Si une femme croit qu'il y a discrimination contre elle, côté travail, parce-qu'elle est une femme, y a-t-il un département officiel, une agence ou un autre organisme où elle peut porter plainte?

OUI	30 - 1
NON	- 2
NE SAIS PAS	- y
PASSEZ A LA Q.14	

12b) Et quels organismes officiels pouvez-vous nommer?

12c) (DEMANDEZ POUR CHAQUE MENTION) Est-ce que ce sont des organismes Fédéral, Provincial ou Municipal?

	b) -----	c) Fédéral Provincial Municipal Ne sais pas			
1. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 31 -
2. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 32 -
3. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 33 -
4. _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> 34 -

Q.13	Est-ce que votre <u>gouvernement provincial</u> a un Bureau de la Femme dans son <u>Ministère de la Main d'Oeuvre</u> ou dans un autre ministère?	OUI	35 - 1
		NON	- 2
		INCERTAIN	- 3
Q.14	Est-ce que votre gouvernement provincial a un Comité Consultatif en ce qui concerne la femme?	OUI	- 4
		NON	- 5
		INCERTAIN	- 6
Q.15a)	Avez-vous entendu parler de la Commission Royale sur le Statut de la Femme?	NON	- 7
		OUI	- 8
		INCERTAIN	- 9
15b) Etes-vous au courant des recommandations de ce comité?			
		NON	36 - 1
		OUI	- 2
Q.16	Avez-vous entendu parler d'un Comité Consultatif qui conseille le <u>gouvernement Fédéral</u> , en ce qui concerne la Femme?	OUI	37 - 1
		NON	- 2
		INCERTAIN	- 3

Q 17 Maintenant j'aimerais que nous discussions votre attitude globale en ce qui a trait aux femmes ayant autant de chances que les hommes
Comparé à ce que vous en pensiez il y a un an, diriez-vous être beaucoup plus convaincu que les femmes devraient avoir autant de chances que les hommes, un peu plus convaincu en pensez la même chose, êtes un peu moins convaincu, ou êtes beaucoup moins convaincu?

- | | | |
|----|--------------------------|--------|
| a) | beaucoup plus convaincu | 62 - 1 |
| b) | un peu plus convaincu | - 2 |
| c) | pense la même chose | - 3 |
| d) | un peu moins convaincu | - 4 |
| e) | beaucoup moins convaincu | - 5 |

Q.18a) Saviez-vous que 1975 était l'Année Internationale de la Femme?

OUI 63 - 1

NON 2 - PASSEZ A LA Q.19a

Si "OUI":

18b) Etes-vous au courant des programmes ou activités conduit par le gouvernement fédéral en rapport avec l'Année Internationale de la Femme?

OUI - 4

NON 5 - PASSEZ A LA Q.19a

18c) Si "OUI" EN 18b:

Quelles étaient ces programmes ou activités? (SONDEZ)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

64 -

Q 19a) Vous rappelez-vous quelconque publicité pour l'Année Internationale de la Femme?

OUI 65 - 1 DEMANDEZ Q.19b, c, d

NON 2 - PASSEZ A LA Q.19e

b) Me décrieriez-vous cette publicité pour l'Année Internationale de la Femme?

66 -

c) Et que pensez-vous qu'ils essayaient de vous dire dans cette publicité?

67 -

d) Quoi d'autre?

PASSEZ AUX DONNEES DE BASE

Q.19e) En fait, la publicité pour l'Année Internationale de la Femme est passée à la télévision et dans les journaux. Elle portait sur le slogan "Pourquoi pas?". Son principal message était que les femmes ont le droit de tenir le rôle qu'elles choisissent dans la vie.

Vous rappelez-vous cette publicité?

OUI 68 - 1

NON - 2

J'ai encore quelques questions à vous poser qui ne serviront qu'à des fins statistiques.

A.	Dans quel pays êtes-vous né?	Canada	38 - y
		Etats-Unis	- x
		Autriche	- 0
		Angleterre	- 1
		Irlande	- 2
		France	- 3
		Allemagne	- 4
		Italie	- 5
		Belgique/Pays Bas (Hollande)	- 6
		Pays Scandinaves (Suède, Danemark, Norvège, Finlande)	- 7
		Tout autre pays (Spécifiez)	39 -

(SI LE REpondant N'EST PAS NE AU CANADA - DEMANDEZ:)

B.	Depuis combien de temps êtes-vous au Canada?	MOINS DE 5 ans	40 - 1
		5 - 10 ans	- 2
		11 - 20 ans	- 3
		PLUS DE 20 ans	- 4
	Etes-vous citoyen canadien?	OUI	- 5
		NON	- 6
		NON, MAIS APPLIQUE POUR	- 7
		REFUS	- y

TOUT LE MONDE:

C.	Quelle est votre langue maternelle?	ANGLAIS	41 - 1
		FRANCAIS	- 2
		ALLEMAND	- 3
		ITALIEN	- 4
		AUTRE (Spécifiez)	- 5

D.	Quel est votre état civil?	MARIE (E)	42 - 1
		CELIBATAIRE	- 2
		VEUF (VE)	- 3
		SEPARÉ (E)	- 4
		DIVORCE (E)	- 5
		REFUS	- y

Avez-vous déjà été marié ?

NON	<input type="checkbox"/>	OUI	<input type="checkbox"/>	→ Etes-vous:	Veuf (ve)	43 - 1
					Séparé(e)	- 2
					Divorcé (e)	- 3
					Refus	- y

E. Quel est votre niveau de scolarité?
La dernière année que vous avez complétée.

Ecole Primaire (1-8)	44 - 1
Ecole Secondaire (9-13)	- 2
Ecole Technique	- 3
Cegep	- 4
Université	- 5
Pas d'école en tant que telle...	- 6
Refus	- y

F. Êtes-vous employé?

A plein temps	45 - 1
A temps partiel	- 2
Sans emploi	- 3
Ménagère	- 4
Etudiant	- 5
Retiré	- 6

Avez-vous travaillé au cours de
10 dernières années?

OUI	- 7
NON	- 8

PASSEZ A LA Q. I

G. Quel est/était votre emploi (habituel)?

_____ Dans _____	46 -
(Genre d'emploi)	(Genre de compagnie)

H. Avez-vous déjà été responsable d'autres
personnes au travail?

OUI	47 -
NON	- 2

Quel est le plus grand nombre de personnes
dont vous ayez eu la charge?

_____	48 -
	49 -

I. Position du répondant dans la famille:

Homme chef de famille	50 - 1
Femme chef de famille	- 2
Femme chef de famille (pas d'homme chef de famille)	- 3
Fils	- 4
Fille	- 5
Autre homme	- 6
Autre femme	- 7

SI LE REpondant N'EST PAS L'HOMME CHEF DE FAMILLE OU LA FEMME CHEF DE FAMILLE - DEMANDEZ:

J. Quelle est l'occupation du chef de famille?

_____ Dans _____	51 -
(Genre d'emploi)	(Genre de compagnie)

K. Combien de personnes y a-t-il chez vous,
y compris vous-même, les autres membres
de votre famille ainsi que toute autre
personne habitant chez vous sans être un
membre de votre famille immédiate?

Total	52 -
Adultes (18 et plus)	53 - 1
Enfants 13 - 17	- 2
Enfants 10 - 12	- 3
Enfants 6 - 9	- 4
Enfants 2 - 5	- 5
Enfants (Moins de 2)	- 6

L. Quel âge avez-vous? (SI "REFUS", FAITES UNE ESTIMATION ET ENERCLEZ "ESTIME").

15 - 19	54 - 1	45 - 49	55 1
20 - 24	- 2	50 - 54	- 2
25 - 29	- 3	55 - 59	- 3
30 - 34	- 4	60 - 64	- 4
35 - 39	- 5	65 et plus	- 5
40 - 44	- 6	Estimé	- 6

M. SI CET INTERVIEW A LIEU DE LUNDI AU VENDREDI

DITES:

Afin d'obtenir une idée de potentiel des spectateurs de la télévision, nous sommes aussi intéressés à savoir si les gens sont souvent à la maison les jours de semaine à ce moment-ci, je ne suis pas intéressé au Samedi ou Dimanche seulement les jours de semaine.

Etiez-vous à la maison dernier?

DEMANDEZ POUR LE JOUR ENREGISTRE JUSTE AU-DESSUS DU JOUR DE L'INTERVIEW, ENSUITE LE JOUR AU-DESSUS DE CELUI-LA, ENSUITE L'AUTRE AU-DESSUS DE CE DERNIER (LES 3 JOURS DE SEMAINE PRECEDENTS).

MARQUEZ "AUJOURD'HUI"
(JOUR DE L'INTERVIEW) CI-DESSOUS

	A LA MAISON	PAS A LA MAISON
MERCREDI	<input type="checkbox"/>	<input type="checkbox"/>
JEUDI	<input type="checkbox"/>	<input type="checkbox"/>
VENDREDI	<input type="checkbox"/>	<input type="checkbox"/>
LUNDI	<input type="checkbox"/>	<input type="checkbox"/>
MARDI	<input type="checkbox"/>	<input type="checkbox"/>
MERCREDI	<input type="checkbox"/>	<input type="checkbox"/>
JEUDI	<input type="checkbox"/>	<input type="checkbox"/>
VENDREDI	<input type="checkbox"/>	<input type="checkbox"/>

56 - 1
- 2
- 3
- 4
- 5
- 6
- 7

SI L'INTERVIEW A LIEU UN SAMEDI - DEMANDEZ:

Afin d'obtenir une idée du potentiel des spectateurs de la télévision, nous sommes aussi intéressés à savoir si les gens sont souvent à la maison le Samedi à ce moment-ci.

Etiez-vous à la maison Samedi dernier à ce moment-ci?

	A LA MAISON	PAS A LA MAISON
LE SAMEDI DERNIER	<input type="checkbox"/>	<input type="checkbox"/>
LE SAMEDI D'AVANT	<input type="checkbox"/>	<input type="checkbox"/>

N. PRESENTEZ LA CARTE DE REVENU:

Et finalement, pourriez-vous me dire dans laquelle des catégories suivantes se trouve votre revenu familial total. Donnez-moi la lettre seulement.

L	57 - 1	P	- 5
M	- 2	Q	- 6
N	- 3	R	- 7
O	- 4	S	- 8

REFUSE	y
ESTIMEZ \$	
(par année)	

O. INTERVIEWEUR, ENCERCLEZ LE GENRE D'HABITATION:

Maison détachée	58 - 1
Maison semi-détachée	- 2
Maison en bande (Townhouse, Maisonette, etc.)	- 3
Duplex	- 4
Triplex (Multiplex)	- 5
Appartement au-dessus d'un magasin	- 6
Appartement dans un édifice de moins de 6 étages	- 7
Appartement dans un édifice de 7 à 12 étages	- 8
Appartement dans un édifice de 13 étages et plus	- 9

P. OBSERVEZ, NE DEMANDEZ PAS:

Niveau Socio-Economique

Q. SEXE: HOMME 60 - 1
FEMME - 2

Elevé 59 - 1
Moyennement élevé... - 2
- 3

Moyen - 4
- 5

Moyennement bas - 6
Bas - 7

ENCERCLEZ:

Mr.
Mme
Mlle

Adresse Postale: _____

Ville: _____

Province: _____

Téléphone # _____

Pas de Téléphone ☐

<p>_____ (Signature de l'intervieweur)</p> <p>Date: _____ (Temps complété)</p>	<p><u>A L'USAGE DU BUREAU SEULEMENT</u></p> <p>Validé par: _____</p> <p>Date: _____</p>
--	---

INTERVIEWEUR: ÊTES-VOUS:

UN HOMME 61 - 1
UNE FEMME - 2

4. Multivariate Statistical Analysis

A number of multivariate statistical techniques were employed in this study. The purpose of this section is to describe them.

The International Women's Year research sought to develop an understanding of the dispositions of both men and women throughout Canada concerning women's roles in Canadian society. If one thing became clear early on in the analysis, besides the obvious identification of certain occupations and responsibilities as typically associated with women, it was that not everyone has the same attitudes. Not everyone feels that women make better nurses than men. Some people feel that women can do most everything better than men. Not everyone believes that both parents should be equally involved in child rearing.

Looking at the sample's responses to each attitudinal question separately can help to identify areas where there is a consensus of opinion concerning the woman's role; that is, where everyone rates the same. And it can identify areas of divergent opinion. But it fails to examine important associations, i.e., interactions among attitudinal questions which produce attitudinal patterns among the population. Whenever research studies are implemented with the objective of understanding attitudinal dispositions among a population, it is desirable to examine relationships and interactions among attitudinal elements. Otherwise, attitudinal patterns which are predictive of individuals' separate responses cannot be discerned.

Methods Of Attitudinal Analysis

Associations or relationships among attitudinal elements can be examined in various ways. Most methods of such psychometric analysis, however, have a common foundation which is called correlational analysis.

Correlational analysis refers to the relative similarities among a set of things.

The "things" can be responses to a set of questions: does an answer to one question give information about an individual's response to another question? For example: if a person feels it is more the woman's (man's) role to "decide what to eat for dinner on week-days," then that person is also likely to respond that it is more the woman's (man's) role to "decide what to eat for dinner on week-ends." Similarly, an attitude of shared responsibility for the one implies a similar attitude about the other. The correlation between these two items was actually measured to be .56 (1.00 is perfect concordance; zero correlation means responses to the two items show no discernible similarity).

Examination of the interrelationships among questions can yield a perspective on prevalent and also subtle associations that are made overtly or subconsciously concerning women's roles. The computer analysis used to examine such associations is called Factor Analysis. The objective of the analysis is simply to group questions, better called response dimensions, into classes called factors, identifying underlying associational patterns.

The "things" among which correlational analysis can seek to discover similarities can also be taken to be people, or respondents to a survey. In such a case the question posed is: do people group together in a natural way based upon the similarities they exhibit in their total attitudinal response patterns? For example: some people regard women as homemakers, responsible for the children and shopping, but less adept at traditionally male occupations. There is a sizeable number of such people - both men and women in Canada today. There is also a group of more progressive individuals who feel that men and women should share household responsibilities and obligations and that women can hold their own in most occupations. The point is that correlational analysis among people can expose prevalent and subtle attitudinal profiles in the population and yield a perspective on what these archetypes are. The computer analysis utilized to examine such "people-groupings" is called segmentation or cluster analysis.

Factor analysis and segmentation/cluster analysis, then, were both implemented in conjunction with the IWY study to shed whatever light possible upon the attitudinal interactions that determine people's perception of women's roles.

Factor Analysis

As previously discussed, factor analysis is a means of grouping questions or response dimensions in terms of the strengths of the associations between questions exhibited by respondents' scaled answers. It can potentially identify subtle generalizations made by respondents in their perceptions of women's roles.

In order to examine associations made among occupations, household responsibilities and personality characterizations, it was necessary to work with several principal sections of the questionnaire simultaneously.

Because we expected that men would make different juxtapositions than women, the sub-samples of males and females were analyzed separately.

In each case the factors which resulted from the analysis are interpretable as: related occupations/tasks/personality characterizations which underly the population's attitudes towards masculine/feminine roles.

The conceptual factors which came to light are both interesting (sometimes unexpected) and interpretable. There are implications, of course, to items being discovered in the same factor - they are correlated or highly associated; but there are also implications to items being assigned to different factors - independence, or minimal predictability of one individual's one response from another.

Segmentation/Cluster Analysis

The purpose of the sort of analysis described here is identification of prevalent attitudinal profiles (regarding women's roles) which are exhibited among Canadian men and women.

The questions addressed are of the type which ask: Do all men think women limited? Do all women hold "liberal" views?

In order to examine the breakdown of the sample into meaningful projectable attitudinal segments, two separate analyses were performed.

1. Q Factor Analysis Segmentation. In this analysis the statistical correlation between each pair of respondents is computed and respondents are assigned to the same segment if they correlate highly, i.e., exhibit very similar attitudinal profiles.
2. Cluster Analysis. In this analysis groupings of people are determined by a more stringent similarity criterion than that characterizing the Q factor analysis. The similarity criterion is not taken as inter-person correlation, which standardizes attitudinal responses before forming groups, but rather the similarity criterion is taken to be the average Euclidean (geometric) distance between individuals' response vectors. That is, the criterion of similarity is the actual difference in responses between people, aggregated over the attitudinal questions.

The attitudinal responses upon which the segmentation and cluster analysis were based were:

- a. Perceptions of professions/vocations as appropriate for women (Question 2a).
- b. Attitudes toward women's character (Question 2c).
- c. Attitudes toward the sharing vs. non-sharing of household responsibilities (Questions 8a, c).

In all there were thirty five (35) individual responses for each respondent forming the data base for the analysis. In addition, five items relating to the equal pay for women question were used as secondary descriptors of the segments/clusters. So in all, the analysis used forty response dimensions plus sex for each segment and each cluster.

For various reasons the cluster analysis produced a clearer picture of attitudinal groups in the Canadian population than did the Q factor analysis. This judgment is based upon several contributing factors.

Segmentation vs. Cluster Analysis

The criteria for the segmentation and the cluster analyses were responses regarding perceptions of the appropriateness of various occupations/vocations for women (Question 2a), attitudes towards women's character (Question 2c) and attitudes towards the sharing vs. non-sharing of household responsibilities (Questions 8a, c).

There were different response scales used in these different sections of the questionnaire and although an attempt was made to standardize the scales - a requirement for the Q factor analysis, certain scaling differences undoubtedly remain. As a result, the Q factor analysis does not treat interactions among attitudinal items from different questions as well as the cluster analysis does.

Another reason why the Q factor analysis came up second-best to the cluster analysis concerns the procedures which each uses for classifying respondents into groups. The Q factor analysis is more restricted in the manner by which it can assign respondents to groups. Technically, it forms what are called "convex sets" of people. This means that if people are represented, conceptually, as points in a space (on a graph), then the "dividing lines" between the groups must correspond to straight lines, with no irregularities. Cluster analysis is not constrained like that. As a result, the cluster analysis produced higher levels of statistical significance (differences) among its groupings of respondents. That is, the people-groupings produced by the cluster analysis exhibit greater homogeneity within groups and better separation among groups.

Regression Analysis

In general, regression analysis is used in order to determine the extent to which individual response items and correlational response patterns influence (or act as determinants or predictors of) an overall criterion response.

In the context of the International Women's Year study, the objective of the regression analysis was to attempt to identify attitudinal factors which contributed to, or were responsible for, Canadians' "change over the year in conviction about equality for women", an overall measure of the campaign's effectiveness. The factors contributing to overall attitudinal change were to be selected from certain attitudinal responses made by the panel in the two waves of interviewing.

These attitudinal items (the independent variables) were synthesized from the composite of both interviewing waves by calculating, for each panel respondent, the difference between second wave and first wave responses. Such a difference was constructed for each of the forty attitudinal items upon which attention was focused (Questions 2a, 2c, 8, plus 5 other items).

The criterion response (dependent variable) for the regression analysis was taken from Question 17 on the interview schedule.

The regression analysis used was actually multiple step-wise regression, a procedure which sequentially identifies significant correlates of the criterion response. The step-wise item selection procedure terminates when there no longer remain any items, among the battery of independent variables, which significantly help to explain the criterion response.

There are several summary statistics attendant to the regression analysis which help to quantify the level of precision in the predictive equation which the regression analysis develops. These include:

1. Correlation to the dependent variable . The higher the correlation of the selected item to the dependent variable, the more the selected item contributes to, or explains, the dependent variable.

A high negative correlation indicates that the selected item exerts a negative influence upon the criterion response item.

2. Explained variation . The precision of the regression analysis is, essentially, the accuracy with which the typical respondent's predicted (or regression) score reproduces his criterion response. This can be measured by the degree to which variance in the criterion response scores is reduced by knowledge of respondents' "contributing scores".
3. Multiple correlation . The multiple correlation reported at each step in the regression analysis is the correlation coefficient between the criterion response and the predicted criterion response, based upon all the items in the regression equation to that step.

The regression analysis performed in conjunction with the above formulation yielded significant findings even though the summary measures of precision are somewhat depressed. (Explained variation: 19%; multiple correlation: .44; maximum correlation to dependent variable: .16)

Somewhat extraneous, but identifiable, factors have contributed to these lowered precision statistics. Most important, the independent variables were constructed by calculating the differences between wave one and wave two scores and although such difference-measures are valid measurement items they contain a high degree of "noise" or random shifting, which directly contributes to lowered correlations.

Regression analyses were performed separately upon several target sub-samples of the survey panel:

- all panel respondents aware of the advertising for IWY
- males among the advertising-aware sub-sample
- females among the advertising-aware sub-sample

The highest level of precision attained with these analyses occurred for the male sub-sample; 38% explained variation.

Covariance Analysis

Covariance analysis was used to help identify those attitudinal items which exhibited a strong inertial tendency; specifically, a depressed proportion of attitudinal shifting from the masculine scale point to either the neutral or the feminine scale-points, from interview to re-interview.

A problem arose, however, in that the proportion of respondents shifting away from the masculine scale-point for an attitudinal item (measured as a percent of those initially giving that response) can be observed but not directly interpreted by item-by-item comparisons.

Items cannot be directly compared for a depressed "shift-away from the masculine scale-point proportion" because each of the attitudinal items might have a different expected level of such shifting. Evidence to this effect is provided by examination of the shift-away proportions for each item. Such examination reveals that the greater the proportion of Canadians initially (during Wave One) giving a feminine-oriented or neutral-oriented response, the greater is the proportion of the panel shifting (in Wave Two) from the masculine-oriented scale position. It is almost as if the initially masculine-oriented responses were given at random so that in wave two the split among these people will again be random, yielding proportions of "shifters-away" equal to the initial proportion of feminine-plus neutral-oriented responses.

The real effect worthy of isolation is the degree to which the initially masculine-oriented panel members exhibit a real attitudinal commitment as opposed to a low level of commitment. Low levels of commitment would be reflected in shift proportions equal to their expected levels, as predicted by the item's "momentum" (i.e., the proportions of feminine- plus neutral-oriented response in Wave One). But intense masculine-oriented attitudinal commitment would reduce actual shift levels to way below the level predicted by the item's momentum.

In order to determine the expected level of shift for each item, based upon these proportions of feminine- and neutral-oriented Wave One response, covariance analysis was applied through regression modeling.

The model states that

Y_i , the proportion of the panel shifting from an initial masculine-oriented scale position for the i^{th} item (i = item index -- 1-40)

is equal to a linear function of

F_i , the proportion of the panel initially exhibiting a feminine-oriented response on the i^{th} item,

and,

N_i , the proportion of the panel initially exhibiting a neutral-oriented response on the i^{th} item,

plus a residual effect, e_i , due to the actual level of commitment (inertia) on the item:

$$Y_i = c + aF_i + bN_i + e_i, \quad i = 1, 2, \dots, 40.$$

The quantity Y_i^e , defined by

$$Y_i^e = c + aF_i + bN_i,$$

is the expected level of shift on the i^{th} item. And

$$e_i = Y_i - Y_i^e,$$

so that the residual, e_i , is the difference between the actual and expected levels of shift.

The coefficients c , a and b , are constants which need to be determined from the experimental data. The solutions for c , a and b are chosen as those which minimize the total prediction error.

The regression model which results once c , a and b have been determined is:

$$\begin{aligned} Y_i^e &= \text{expected shift level} \\ &= -23.8 + 1.08F_i + 1.16N_i. \end{aligned}$$

The precision with which this prediction equation reproduces each item's actual shift is very high. The correlation between actual and expected shift-away proportions is .92. The prediction equation attains 85% explained variation.

This indicates that not too much variation remains (15%) which could possibly be attributed to real inertia on the items.

But, in fact, several items were discovered which exhibit a statistically significant inertial tendency.

Mapping

Perceptual mapping for the International Women's Year study was accomplished via canonical analysis performed in conjunction with Discriminant Function Analysis (D.F.A.). D.F.A. is a computerized procedure for quantifying differences among a sample sub-population.

The objective of the mapping was to yield a visual representation of the six attitudinal segments of Canadians, based upon their attitudinal profiles.

To produce its two-dimensional map, the computer first calculates the inter-correlation matrix for the attitudinal items, then performs a factor analysis to identify two principle components (orthogonal factors) which finally correspond to the map's two axes or dimensions.

Individuals can be placed on the map according to their pair of "factor scores".

Segments are represented on the map by the centroid (average score) of its members on each factor.

An attitudinal item is placed on the map as a directional line according to the strength of its loading (correlation) on each factor (axis). If an attitudinal element is highly loaded on a factor then the segments' rank order on the attitudinal item will be reflected by their positions on the factor-axis.

In total, then, the segments and the attitudinal items are presented in the same "perceptual space" in such a way as to maintain differences between segments as distances between segment-points on the map and to reflect the (approximate) rank order of the segments' average ratings on the important attitudinal dimensions which differentiate the segments from one another.

An analogous rationale and methodology were responsible for the production of a three-dimensional perceptual map.

B. Focus Group Interviews

1. Methodology

Because the objective of part of this research was the exploration of attitudes, the focus group discussion technique was used. This qualitative research technique involves bringing together a group of approximately 8 to 10 individuals with specific characteristics for the purpose of exploring attitudes toward a particular topic. A skilled moderator leads the discussion from general topics to a more specific "focusing" on the attitudes and beliefs held by the various participants regarding the topic under review. This technique is designed to discover not only what opinions and knowledge are extant in the group, but also what the feelings and experiences are that contribute to the development and maintenance of these feelings.

It should be noted that the qualitative research techniques employed in this part of the study are not amenable to generalizations, nor can they be subjected to statistical analysis. The function of this form of research is to provide background and exploratory information on topics among a specific group of individuals.

2. Composition Of The Groups

In total, fourteen focus group interviews were conducted. In order to examine the differences in attitudes between French - and English - speaking Canadians, half of the groups were conducted with French-speaking respondents in Montreal and half with English-speaking respondents in Toronto. The first four groups were conducted with women 18 to 49 years of age. In each city one group was conducted with working women and one with women who did not hold jobs.

Then, six groups were conducted with men. In each city one group was conducted with male students between the ages of 16 and 20, one group with young married men between the ages of 21 and 30 and one with married men between the ages of 41 and 50.

There were some indications both in the quantitative study and in research papers prepared for International Women's Year that there is a trend toward more conservative attitudes among younger women. This study was designed to attempt to determine if such a trend does exist and, if so, the reasons which underlie this development. In each city, one group was conducted with female students between the ages of 16 and 20 and one with working women 25 years of age and younger.

3. Discussion Guide

A copy of the discussion guide used with the groups with women is appended to this report. A similar guide was used with the male groups, with the necessary modifications.

GROUP INTERVIEW OUTLINE

International Women's Year

1. A general discussion of how women's and men's roles are changing.

How are women's and men's roles different today compared to when your parents were your age?

How are roles changing for the younger generation?

What do you think will happen in the future?

Do you regard the changes that are taking place as positive or negative? In what ways?

2. What are the major problems facing women today?

In terms of personal development:

As members of the work force

- equal pay for equal work
- their "competence" as bosses

As mothers

- their responsibility to stay at home with children
- the role of day care centres
- abortions

As wives

- the problem of "settlement" in the case of divorce or separation.

3. Are women discriminated against?

- In what ways?
- What can you do about discrimination
- What laws and government bodies exist to deal with discrimination?
- How effective are these laws and government bodies?

4. Do schools prepare women well for a role in our society?

In what ways do they succeed? fail?

5. How do men and women differ?

Physical strength?
Emotionally?
Intellectually?

6. How have attitudes toward sex changed?

Do you approve or disapprove? - In what ways?

7. Do you feel that women need to be more united in pursuing their goals?

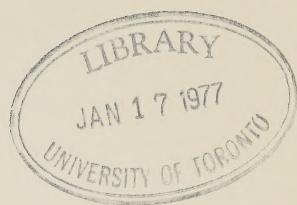
How do you feel about "Women's Lib?"

8. Role-Playing

- Have the participants pretend that they are men and have them discuss how women are changing and their reaction to such changes.

9. A general discussion of awareness of and attitudes toward IWY.

10. Reaction toward the television and print advertising.



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